

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, SEPTEMBER 5, 1912

No. 10

More money is wasted in advertising than in any other business in the world.

This is not because those responsible are dishonest, careless or inefficient.

The waste, to the tremendous total of millions yearly, nine times out of ten arises from one source—inexperience.

By inexperience in advertising we mean just this: a lack of appreciation of the one big fundamental fact that Advertising and Selling are blood-brothers, that both are vitally correlated, the existence of the one absolutely dependent upon the other.

If you have a selling problem, this organization offers you a service which is advertising—plus—a waste-minimizing, sales-developing aid based upon a forty-year accumulation of selling-advertising facts and a first-hand knowledge of how these two applied to your own business can most properly be linked together.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST



"Put it up to men who know your market"

BACK of every successful high class business there is an idea that becomes an ideal when put into practice. The clear luminous expression of this ideal in an advertisement is an art almost rare enough to deserve the name of genius. The current series now appearing for M. C. Migel and Company for Migel-Quality Silks well expresses this idea of business idealism. By the way, has the ideal of your business ever really seen the light of print?

△ △ △

AN advertiser told us he thought he had better stop advertising because he was sold up for the season. He did not stop to think that his dealers were not *sold out*. Advertising that doesn't accomplish both these results must be considered incomplete.

△ △ △

A CERTAIN manufacturer spent about a hundred thousand dollars trying to build up trade-mark prestige. He concluded that advertising didn't fit his line. Along came a *Federalist* and gave him three ideas in the first interview—

- 1st—A health argument.
- 2nd—A sanitary argument.
- 3rd—An appearance argument.

The three combined to suggest a *new* method of selling his product because now the trade-mark really means something distinctive. That advertiser will now proceed to invest in publicity and turn his hundred thousand dollar expense into an investment.

△ △ △

A FEDERAL client required a follow-up for magazine replies. A piece of literature was de-

vised not for this purpose alone but to stimulate free distribution by an allied trade, which multiplied the list of good prospects reached no less than a hundred times. No increased expense, either.

△ △ △

SUCH examples as the above go far to show that Federal Service shines in unexpected places. It is completely efficient in a sense that you cannot understand until you experience its benefits. We welcome questions regarding any incidents related here.

△ △ △

A LATE addition to the Federal family is C. M. Phipps, whose word is millinery law in America. Federal's Art Department shows an illustration that endeavors to meet the artistic refinement of the merchandise at least half way. Don't you think her interesting?



If you want to start something new, write the

Federal Advertising Agency
241 West 39th Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXX

NEW YORK, SEPTEMBER 5, 1912

No. 10

GETTING CO-OPERATION OF THE JOBBERS' SALESMEN

WHY THE JOBBERS ARE GENERALLY
OPPOSED TO THE "BONUS PLAN"—
JOBBER'S SALESMAN OF NECESSITY
A GOOD DEAL OF AN "ORDER TAKER"
—CAN GET NAMES OF SALESMEN
USUALLY IF INTENTIONS ARE
KNOWN—WHERE THE SPECIALTY
SALESMAN COMES IN

By Roy W. Johnson.

A certain manufacturer recently offered a weekly prize of twenty-five dollars to the jobber's salesman who sold the greatest volume of his goods. A second prize of twenty dollars was offered, and a third prize of fifteen.

The jobber's salesman who won the first prize the first week was getting a salary of twenty dollars a week from the jobber. By sidetracking everything but the one line of goods he was able to earn more than double his salary that week. It was a good thing for the salesman perhaps, and a good thing for the manufacturer, but the jobber wanted to know for whom the salesman was really working.

That is one example of the sort of thing the National Wholesale Grocers' Association and other organizations of jobbers object to. In *PRINTERS' INK* for July 25 extracts were printed from a circular sent out by President Lichty, of the National Wholesale Grocers' Association, to all members in which the practice of subsidizing jobbers' salesmen is condemned in sweeping terms, and all jobbers are urged to take definite action against it. The circular goes on to say:

Has it occurred to you that in most instances these subsidies or bribes are offered by manufacturers who are either introducing a new article or pushing a

slow seller, and that your salesman's time is being consumed to further a manufacturer's interest, while you, the employer, are not only paying for the services of your salesman, but, by allowing this subsidizing practice to continue, are retarding the sale of other goods in your stock in which your capital is invested and for which there may be a ready sale?

The problem of getting jobber co-operation is apparently not to be solved along those lines, any more than the problem of dealer co-operation is solved by premium coupons to his clerks. The average jobber's salesman is actually nearer to his customers than the average clerk is to hers; in fact, he is often a sort of assistant buyer to the merchant, and a word from him will frequently prevent the stocking of a line at all.

At first sight that may look like an added advantage for the subsidizing process, but it doesn't work out that way. For the salesman is really working for the jobber, and he knows it. He may push a particular line for a day or two under the pressure of a particularly tempting bait, but when he gets a letter from his sales manager which says "your net profits for last month are three per cent below same month last year" he knows what it means. If he doesn't sell the goods in which *there is a profit for the jobber* he will find himself adorning the ranks of the unemployed without much ceremony.

As a rule the manufacturers who try the premium or prize method of securing co-operation of jobbers' salesmen do so because they haven't a very clear idea of the difference between the jobber's salesman and the specialty salesman. It has often been said that the jobber's salesman is only an "order taker," and to a large extent he is. He has to be because of the nature of his line. Not that there aren't salesmen

who are *salesmen* working for jobbing houses—there are. But they are mostly houses which handle private label goods exclusively or practically exclusively. The salesman for Keen Kutter Tools, or Onyx Hosiery, or Premier Foods is likely to be a salesman, while the representative of a general grocery or hardware jobber is more of an order taker. The Keen Kutter man knows that if he doesn't get the order nobody else will, and he has just one line to sell. But the general jobber's salesman knows that his competitor is working the same route in the opposite direction, and with the same thousand and one things to sell. If he doesn't get the orders his competitor will, and if he doesn't get them quick he will fall behind schedule and miss several calls which will *not* be missed by his competitor. He has mighty little time to spend *persuading* a merchant to buy a particular thing when there are forty other things he can sell without persuasion.

It was stated by a jobber's salesman the other day like this:

"I go into Bill Smith's store in Tarrytown. I'm twenty minutes behind schedule, and I'm pretty sure Blank & Co.'s man isn't. Bill Smith opens up about two bags of coffee which were broken in his last shipment, and we chew over that. Then he claims that half a dozen jars of currant jelly were spoiled, and we adjust that. Next he says the price of sugar fell two days after he got his last lot, and he ought to get the lower price. He uses up ten minutes fishing out the invoice and finding the sugar item on it, and after that is settled I get out my order book. 'Isn't there a deal on Puffed Rice?' he says. I think I've got a letter from the Quaker Oats Company somewhere, and sure enough it is in the bunch I picked off my desk without time to read them. (Of course I read the letters from the house telling me to push the private label peaches and condensed milk, and that's plenty to read, I assure you.)

"I read the deal on Puffed Rice to Bill—twenty-five cents off a case provided you buy two cases

and make a window display of them." Bill says he'll take the deal, and gives me an order for three or four other lines.

"Aren't you pretty low on Cream of Wheat?" I ask him. (I had taken a slant at his shelves when I went in.)

"Run along," he says, "and don't be a hog. You've got yours. What do you expect—everything?"

"I haven't time to argue a minute, for the twenty minutes late has become half an hour, and if I don't cover my route it will show up in the sales sheet. It's the net profit on all lines which earns me my salary, not the volume of sales on any one line."

In the above it is worth while noticing that it is the communications from the house which get the salesman's attention, and if the deal in Puffed Rice had been mentioned therein he would probably have spoken about it to Bill Smith instead of waiting to be told about it.

Now there seem to be two ways of getting intelligent jobber co-operation and they are ways which appeal to the jobber as wholly legitimate. The first is by means of the manufacturer's house-organ addressed to the trade and the second involves the use of the specialty salesman.

The house organ method is founded upon the axiom that a man will sell most of those goods which he knows most about. It is a lot easier to talk about them, and they come most readily to mind. The latter is most valuable, particularly when the salesman has more than one make of the same kind of goods, for more dealers than is commonly realized are accustomed to asking the salesman's advice as to which make to buy. If the manufacturer can assure himself that his make will come first to the salesman's mind, he has gone far towards getting very effective co-operation.

The house-organ is particularly fitted for the work, if it is written and edited in an interesting way without too much of the element of "freshness." It is not likely to be overlooked after the salesman has once been interested

"The Case of Jennie Brice"

as announced in a 4-page insert in the September "Everybody's" is already creating a sensation. Letters are beginning to pour in. In a few weeks every amateur Sherlock in the country will be out after our

\$11,540 Rewards

It is one of the biggest things we have ever pulled off.

Please note that word *one* and remember it.

*Everybody's
Magazine*

W. R. Emery,
Western Manager,
Marquette Bldg., Chicago.

Robert Frothingham
Advertising Manager.

in a number, and he is quite likely to save a house-organ to read on his many short rides from place to place, where he would never think of pulling out a sheaf of form letters.

Next to the editorial policy—which is, of course, of first importance, since with the wrong policy the whole system is wrong—comes the necessity of securing the mailing list: getting the jobbers to furnish the names of their salesmen. This has been so often abused that it is sometimes difficult to secure—in some lines more so than in others. With regard to the house-organ, E. T. Welch, secretary of The Welch Grape Juice Company, writes:

Welch's Grape Juice is distributed through jobbers, which means that we are endeavoring to get intelligent and enthusiastic co-operation from the jobbers and their salesmen. We are opposed to "subsidizing jobber's salesmen" and have never attempted anything of this kind. We do not use premiums, novelties, or offer bonuses.

We have a house-organ, *Welch's Magazine*, which we endeavor to make of interest to jobbers' salesmen as well as to retailers and we have the names of about eight thousand jobbers' salesmen on our list.

In asking jobbers for lists of their salesmen we make it plain that we have no offer to make to their men and state that nothing beside the magazine will be sent to them without first submitting the matter to the house. At least once a year we send out a circular letter to those salesmen whose names we have.

Notwithstanding the position we take we find it difficult at times to get jobbers to furnish us with the names of their salesmen. This is, of course, due to the abuses that have existed, and some houses that would be glad to furnish us with names for our purpose hold to their rule not to furnish the names to any manufacturer. About half of the jobbers with whom we are doing business have given us the names of their representatives and of the eight thousand names about 25 per cent. are addressed in care of their firms.

Some jobbing houses have stated that if we will furnish as many copies of our magazine as they have salesmen that they will distribute the magazines, but we have not been anxious for this kind of circulation.

That is in the grocery trade in which the privilege of having lists of jobbers' salesmen seems to have been pretty generally abused. Indeed the National Association has recommended that its members refuse absolutely to furnish lists of their salesmen to any

manufacturer, no matter upon what pretext they are requested.

W. P. Werheim, advertising manager of Pratt & Lambert, Buffalo (varnishes), reports a quite different situation in the paint and varnish trade:

From an investigation which the writer made as chairman of the Dealers' Division of the Propaganda Committee of the Association of National Advertising Managers, I can say with knowledge of conditions, that the average retailer and jobber have just as great cause for complaint against the illegitimate practices of the manufacturer, as the average manufacturer has against the lack of appreciation and understanding by the dealer.

From our own experience in the varnish trade, we have nothing to complain of regarding the co-operation of the jobbers and jobbers' salesmen, although our goods are marketed through this method of distribution to a considerable extent.

I do not believe that the same conditions exist in the varnish trade as exist in the grocery trade.

If anyone in this line of business is having such difficulty with his jobbers, it must be his own fault, because our jobbers have always been perfectly willing, and have been glad to let us have lists of their traveling salesmen, to whom we send our various house-organs, special letters and bulletins.

Furthermore, these jobbers help us keep our lists up-to-date, advising us of the employment of new salesmen and the leaving of old salesmen.

Our jobbers' salesmen and the jobbers themselves seem to appreciate the co-operation they are getting, and I do not believe that any of them have the idea that the salesmen are in some way being subsidized.

I believe there was one instance where a jobber hesitated at first about sending us his list of salesmen. However, in a short time he willingly sent it on, and has at no time since given us reason to believe that he regretted this action.

We do not use premiums, bonuses, novelties, extra commissions or anything of this kind to retain the co-operation of the jobbers' men, and believe that perhaps it is these things which gives the jobber cause for complaint.

There is one method of getting the names which sometimes works, though there is no certainty about it. That is to offer to send the house-organ free to anyone sending in his name, address and business connection. Usually the jobber is perfectly willing to distribute house-organs among his force at the office, and some will respond to the invitation to send in their names. There is nothing essentially underhanded about it, but care must be taken not to

The Money Makers In The Mail Order Business

place their **largest space** oftenest in the Vickery & Hill papers of Augusta, Maine. They know profits are practically certain. **The beginner with small capital and little experience** will do well to follow the lead of these knowing ones. If you can only advertise in a **small way**, pick out the **best** mediums going into the best class of mail order answering homes; spend your advertising money with them. The first two on your list, **thereby avoiding duplication in circulation**, should be

The Vickery & Hill List

Fireside Visitor

Happy Hours

Hearth and Home

AND

The American Woman

They are for the **home** circle, read by people living outside the large cities who depend largely upon buying by mail to supply their wants. They contain reading matter which makes **each** number carefully and closely read by **every** member of the family. Their readers have been educated to place **confidence** in their advertising columns, and when you buy space in them you have the endorsement of publications whose **merits for nearly forty years** have given them **weight and influence** with their subscribers.

The Vickery & Hill Publishing Co.

Augusta, Maine

E. H. BROWN

30 No. Dearborn St., Chicago

C. D. COLMAN

Flat Iron Building, New York

arouse the jobber's antagonism by sending premium offers, etc., to his men without his knowledge.

Indeed in New York State, at least, such offers are dangerously near the line of illegality, since the law provides that it is a misdemeanor to present any gratuity to the employee of another without the consent of the employer. It is safer, and in every way much better policy, to submit to the jobber himself every letter, every offer, every bit of writing, in fact, which is going to his salesman. It goes without saying that the jobber will O. K. any offers which seem likely to add to his own profits, and no man can blame him for objecting to those which have the opposite effect.

In putting a new product on the market, it is frequently wise to make use of specialty salesmen, either working independently of the jobbers' salesmen, or going along with them on their rounds. Each system has its advantages and its disadvantages.

The specialty salesman working independently is just about to come into his own if the efforts of bodies like the American Specialty Manufacturers' Association count for anything. The specialty salesman is, of course, obliged to send his orders through the jobber which the dealer elects, and for a long time in the past, in fact, ever since the specialty salesman became prominent in the trade, the jobber has been obliged to verify the orders through his own salesman before filling them. That state of affairs has been brought about by the fact that it is much easier to get rid of a man by giving him an order than in any other way.

The specialty salesman, of course, is selling one particular thing, and he has plenty of time in which to argue and persuade. The busy storekeeper can get him out of the way by giving him an order, and a refusal may prolong his stay indefinitely. So the jobbers who filled orders sent in by specialty men began to discover that a great number of them were cancelled, and the jobber had to go to the expense of trucking them

back again to his warehouse. These cancellations got to be so frequent that the jobber felt obliged to secure verifications through his own salesmen before shipping any goods. But it didn't tend to make the jobber more friendly to the manufacturer whose salesman took the orders.

The American Specialty Manufacturers' Association has been working to obviate the necessity of verifying orders taken in this way, and reports very good success in getting merchants to realize that when they order goods the goods are going to come and must be accepted.

The specialty salesman traveling along with the jobber's salesman, selling the goods and at the same time educating his companion to their merits, is particularly valuable in the smaller towns where there are not more than two or three jobbers competing for the same business. It goes without saying that a specialty salesman cannot be assigned to help one jobber to the exclusion of all other jobbers selling the same goods in the same locality—that is not unless it is desired to give the one jobber the exclusive sale for the goods by making all the rest sore. So in the larger cities where a number of jobbers are competing for the business, it is economy to let the specialty men work independently, filling their orders through whichever jobber the dealer elects, while in the smaller towns it is possible without too great expense to assign a salesman to accompany each jobber's salesman for a time. Of course the more help the specialty man can be in aiding the sale of other non-competing goods, the better his house will be regarded by the jobber's salesman, and the more likely the latter will be to favor the particular goods when he is left alone again.

The problem of jobber co-operation is a stubborn one; in many ways the most stubborn of all which the new manufacturer has to meet. The very fact that the jobber's salesman is so often looked upon as an adviser by the retailer gives him an unusual op-

Advertising is not
often bought with
sufficient discrimi-
nation.

Calkins and Holden

An organization for the conduct
of advertising campaigns

250 Fifth Avenue, New York

portunity to be a help or a hindrance to the manufacturer. Some products are so well known and so generally demanded that no special effort is necessary to get the jobber to push them. His men are instructed to watch dealers' stocks in those commodities, and they do.

But those products didn't "arrive" through bribing anybody's employees, either openly or secretly. They have succeeded because quality in the product went hand in hand with square treatment of consumer, dealer and jobber. Each of those parties must make a profit or the transaction is not profitable to anybody in the long run.

The whole matter of jobber co-operation is well summed up by Ernest T. Trigg, general manager, John Lucas & Co., Philadelphia, who says:

I am most sincere in my feeling that co-operation between the manufacturer and the jobber, and that co-operation from the manufacturer and jobber to the dealer is very essential. I believe, however, that co-operation between the manufacturer and jobber should take the form of personal work with the jobber's salesmen—where possible followed up and supported by correspondence both general and personal, as well as literature of various kinds,—but everything which goes direct to the jobber's salesmen should be with the full knowledge and sanction of the jobber himself, and should tend to be constructive along sane, reasonable lines, rather than the offering of prizes, payment of bonuses, etc., which interferes with the general routine work of the jobber's salesmen.

DES MOINES ADMEN'S GATHERINGS

At the August meeting of the Des Moines Admen's Club C. R. Cownie, president of the C. R. Cownie Tanning Company, and a prominent farm paper advertiser, read a paper on "The Personal Element in Advertising."

The regular meeting of August 27 was turned into a "How d'ye neighbor" meeting, as the Des Moines Admen tendered a banquet to the manufacturers and others of the Middle West who were in Des Moines attending the State Fair. The meeting was a rally affair to arouse enthusiasm for the proposed legislative act creating a publicity bureau for Iowa.

T. F. Pevear, employed for some time by the Myers Advertising Agency of Rochester, N. Y., has purchased that business and will hereafter conduct it under the name of Pevear & Company.

HOW SILHOUETTE GIVES PICTURE STRENGTH

A STYLE OF ILLUSTRATION THAT HELPS TO SOLVE THE PROBLEM OF WHAT ILLUSTRATION TO MAKE FOR A SINGLE COLUMN AD—HOW A SILHOUETTE IS DRAWN AND MAY BE MADE TO TELL AN EFFECTIVE STORY

By W. Livingston Larned.

There are still advertisers who look upon the silhouette drawing with awe and wonderment.

They do not quite figure out how it is done.

They believe that there is some black art in solid black. This matter of a straight-out-and-out design, in which all of the details are attended to, is plain sailing, but the silhouette startles them.

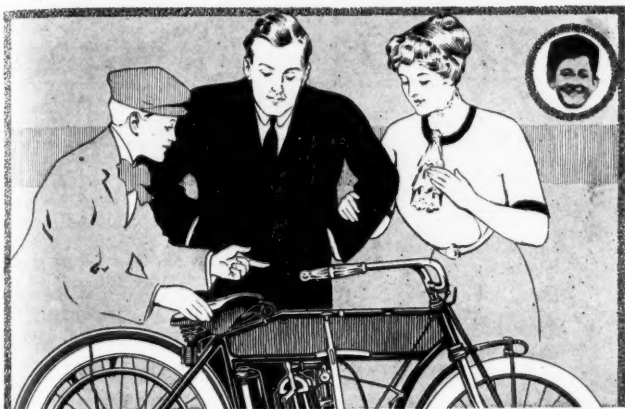
But why the mystery and wonder and perplexity?

The silhouette is by no means a new proposition. It has been doing time, on and off, ever since Mr. Stonehatchet first engraved an ad on a granite slab. Nevertheless, the silhouette is remarkably constituted. It does not grow stale through constant usage. On the contrary, as advertising designs become more and more complicated, more complex, more involved, the flat, restful patches of solid black shine out by comparison. They gain dividends of respect. We who try to tell the story of an entire manufacturing plant in a full-page magazine illustration are yanked back to the knowledge that simplicity is the greatest thing in the world.

The eye may read a long tale in a second through the silhouette style of pictorial effect.

A gentleman who advertises and who has purchased art work for a great many years, strode nervously into an agency art department with this explosive statement, as he pointed out a silhouette series in a current magazine:

"What do you call that sort of a picture? How is it done? Where can I get some of it? Is there only one man who knows



Dictator to the Universe— the Boy

There never was one like him in the world before. That's what every parent thinks. Naturally in that home *boy* wants, *boy* opinions and *boy* knowledge go.

In every family the boy is the *acquisitive* member. With the divine optimism of youth he sees all the good things of life coming his way; he wants a share in the best of everything—and that share is usually a big one.

Every *boy home* is a home of enthusiasm, energy and genuine interest in the progress of the world. From the latest automobile styles to the newest phonograph records; from baseball to army rifles—the boy knows what's going on and he sees that the rest of the family know it, too.

200,000 Boy Homes Reached by The American Boy

Here are two hundred thousand families interested in *the boy's* magazine *because* the *boy* is the biggest thing in the world to them. Here are two hundred thousand *boy homes* where dozens of articles are going to be bought only because the boy wants them. Every American Boy home is a home of comfortable living, where money can be found to buy most of the things the boy sets his heart upon.

These boys average 15½ years of age. Their wants are almost a man's wants. And their knowledge stands behind most of the purchases in the home.

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, JR., Secretary-Treasurer, DETROIT, MICH.
H. M. PORTER, Eastern Mgr., 1170 Broadway, NEW YORK

the trick? I think it's jim-dandy but it mystifies me."

It was explained to this gentleman that almost anybody could secure silhouettes if they wanted them, but the desire failed to materialize until the other fellow tossed his drum-stick into the air and motioned for the band to play "That Silhouette Rag."

And it's so wonderfully true. We shut our eyes at really clever

every once in a while. They have a liberal following, too.

Just now, if an artist is identified with a successful silhouette series, he is winned and dined and exploited, until it's necessary for him to place a strong arm squad outside his studio door to minimize the laudation stuff.

Somebody or other, with a good memory, explains that silhouettes originated because of a sad, sea-green artistic accident years and years ago.

An artist was drawing a detail sketch of a pretty girl. He monkeyed with it until he muddled it all up, and from indifferent went to impossible. In desperation, he grabbed for a brush, dipped it in ink and filled in the outline solid black.

He was startled and gratified to discover how great an artist he became on the dot. Everybody wanted silhouettes for a while. People spoke of them in whispers and they were cut out of publica-

tions and posted as examples of a "new school of art."

It is unfair to the profession to intimate that silhouettes are easy to draw or to conceive. Simply because all detail has been eliminated does not obviate the necessity of a more than ordinarily perfect outline.

THE MAKING OF A SILHOUETTE

In the majority of cases, the artist, if he is conscientious in his work, will draw every particle of detail although he realizes that all within the outline is to be obliterated. The drawing—the knowledge of anatomy—must be there just the same.

A well-known designer of women's fashion figures only re-

(Continued on page 17)



The man who gave a party and didn't invite his brother explained that he had to draw the line somewhere.

The advertiser, in selecting mediums, must of course draw the line somewhere. But if he draws it at farm papers he separates himself from those consumers of his kind of goods who are today in the best position to buy.

There is 100% efficiency in the right appeal to the progressive farm homes of

FARM-FIRESIDE

THE NATIONAL FARM PAPER
New York Springfield, Ohio Chicago



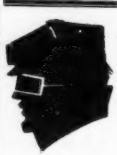
To get a hundred per cent efficiency from your advertising, you must have the active co-operation of every dealer who sells your goods.

We don't claim that the plan which we have successfully put into operation for our clients gets the active co-operation of every dealer—

But, it gets the active help of more dealers than any plan worked up to this time; and the best of it is, that it is original with us.

Geo. L. Mitchell & Staff

Business Counselors
421 CHESTNUT ST., PHILADELPHIA



A belated automobilist, whose car got loose from a station, pulled from a driveway, at two A. M., bounded at the door of the only house at night.

"What's done?" asked a voice from the upper window.

"A traveler," was the reply. "I'm traveling," and the window closed with a bang.

FARM-FIRESIDE

THE NATIONAL FARM PAPER
New York Springfield, Ohio Chicago

NOT "MERE OUTLINES" FILLED WITH BLACK INK

and resultful things every day, only to wake up when some one else employs them. At first, they appeared too obvious.

REVIVALS OF OLD-TIME TECHNIQUE

Time enters into advertising art to no little degree. A span of ten years of neglect will bring an old-time technique squarely into the limelight. It suddenly appears new and original. The new generation swallows it at one awful gulp and some bashful artist is showered with praise because he has adapted to present needs a style that was originated long before they were making paper out of wood-pulp. He begins to believe he *did* create the style himself.

Silhouettes bud up serenely

The Millionth Ad.

Printed in

The New York World

so far this year was one of the 7,642 separate advertisements that appeared in the Sunday, September 1st, 1912 World.

Up to and including Sept. 1st, there were printed:

1,007,621

WORLD ADVERTISEMENTS.

447,397

More than the Herald. The World's
ONLY competitor.

98,385

More than ALL THE 5 OTHER New
York Morning and Sunday News-
papers COMBINED.

One good reason for this truly remarkable World advertising showing is that The World has a circulation in New York City, mornings and Sundays, greater than The Herald, Times, Sun and Tribune COMBINED.

BUT THE REAL, GREAT, DIRECT REASON
IS

Results

“The day for the advertiser to say ‘I am using only Standard Magazines, Women’s publications, etc.,’ is past,” said an advertising man. “This is the day of the Leader in each division.”

Analysis of population and circulations proves his statement to be correct. No advertiser can select one class of publications and get as great returns as he can by listing the leaders in all classes, thereby eliminating almost useless duplication to an amazing degree.

There are in the United States, 15,438,225 literate families. Families who can read and write and are not public charges.

There are printed in the United States eighty-eight general publications, so-called. These periodicals have a combined circulation of 34,196,000 copies.

These 34,196,000 magazines are read, if every family in the United States reads a magazine by 15,438,225 families—an average of two magazines to each family.

Circulation statistics show that each literate family in the United States does *not* read some magazine, therefore the proportion of duplication is much larger than that indicated.

On the other hand, a segregation of the leaders in each class of publications shows about twenty *that are leaders*. These twenty have a combined circulation of 15,810,333 to satisfy the desire of 15,438,225 literate families.

By the selection of the leaders in all classes, duplication is reduced to a minimum and efficiency increased to the maximum degree.

The American Sunday Magazine is the leader of its kind. Inspection of the product will prove its superiority from an editorial viewpoint, while the successful experience of numerous national and mail order advertisers attest its "merchandising" excellence. Send for our chart of leaders.

*Now issued twice a month, the first
and third Sundays of each month.*

American Sunday Magazine

220 Fifth Ave.
New York City.

908 Hearst Building
Chicago

THE WEEKLY KANSAS CITY STAR

has a circulation three times greater than
that of any weekly farm magazine pub-
lished in Kansas City's territory.

275,000 Copies
ALL PAID

cently was assigned the task of making twelve style designs. These were to be in absolute silhouette. She took the trouble to pose models, drew, in pencil, every fold and wrinkle of the special garments, and it was not until this apparently unnecessary detail had been completed to her satisfaction that she made solid black figures.

This attention and painstaking care could mean only one result—a perfect silhouette. The mind really supplied the missing detail. You could see it in an imaginative way, although it was not there at all.

One prominent advertiser, who wished to produce a series of trade-paper designs tried, unsuccessfully, for an entire month to strike something strong enough to serve his purpose, and realize

"fussy" and complicated, and he knew it.

"I'm sick and tired," said he, "of paying good money for space and filling a liberal portion of it with drawings only a magnifying glass will make easily distinguishable. People haven't the time,



Educate Your Child at Home

Under the direction of
CALVERT SCHOOL, Inc.

(Established 1897)

A unique system by means of which children from kindergarten to 12 years of age may be educated entirely at home by the best modern methods and under the guidance and supervision of a school with a national reputation for training young children. For information write, stating age of child, to

THE CALVERT SCHOOL, 1 W. Chase St., Baltimore, Md.
V. M. HILLYER, A.B. (Harvard), Headmaster.

NOTE THE DELICACY OF OUTLINE

nor the patience, nor the inclination to figure out these troublesome little single-column illustrations. You have to hit them in the eye all in a flash, tell your picture story in an instant, boldly, forcefully, and above everything else, legibly. I think it's impossible to make a one-column drawing, all shaded and cluttered up, so that it will do the business. It's bound to be weak.

"I happened out to Coney Island one afternoon. A man was cutting fairly good portraits from black paper. They were profile silhouettes and not more than two inches in width. I recall I could see what they were across ten feet of board-walk. You couldn't lose them. The idea hit me right there and then. I had my own silhouette made, took it to our agency and the artist was set to work. At first he couldn't see it my way. He was possessed to throw in some whites here and detail there. I determined to fight it out along my lines if it took all summer. And I did. The result was a series of twelve silhouette illustrations for breezy fable copy that my friends and my enemies unite in telling me is the best trade-paper copy they ever saw."



Prints by Gaslight

To get the most satisfactory prints from your Kodak negatives—clear, snappy, vigorous prints—insist on the only paper that is made with sole reference to the requirements of the amateur negative—Velox.

The best finishers of Kodak work use Velox exclusively.

**NEPERA DIVISION,
EASTMAN KODAK CO.,
ROCHESTER, N. Y., The Kodak City.**

TELLING THE STORY IN A FLASH

his ideals in that direction. Failure followed rapidly upon the heels of failure. His original attempts at illustrating were too

Silhouettes are peculiarly well adapted for use in illustrating the "somewhat different" copy. That they are attention compelling, no one will deny. The very fact that the imagination is called upon to supply that which is missing makes them fascinating. There are so many pictures in the magazines and newspapers nowadays and there is such a marked and monotonous similarity between them, that the heavy, massive, solid blacks stand out with all the



"Johnny" Evers

From Troy, the Collar City

says:

GEO. P. IDE & CO.,
Troy, N. Y.

Gentlemen:—I have a whole lot of satisfaction in wearing Silver Collars. Those Linocord button-holes are mighty fine—they're so easy to adjust.

Yours respectfully,

(Signed) **JOHN J. EVERS**

Second Baseman, Chicago Cubs

Troy, N. Y., Feb. 8, 1912.

THE ILLUSTRATION DOMINATES

vigor of the proverbial "sore thumb."

Some advertisers claim that their chief hope and ambition are to make their illustrations "dominate"; make them conspicuous, despite the mass of material surrounding them. If this be the

wise aim, silhouettes, used with discretion, "fill a long-felt want." You can't possibly miss them.

Jack Johnson, the fistic champion, when asked about his popularity abroad, where there are not many gentlemen of the colored fraternity, is said to have grinningly responded:

"I'm black—real honest black, and when I get mixed up with all them whites, you could see me from Staten Island. The only folks I wasn't popular with was color blind."

WHAT MAKES A DRAWING EFFICIENT

It is not the intricacies of a drawing that make it efficient. It is not the attempting to crowd into it every mystery of life and nature. The strength of an illustration very generally lies in its rugged simplicity. When advertisers arrive at this opinion, how much better our advertising designs will be!

"I want to show a garden scene for our October picture," said a man to his agent. "Put the mistress of the house serving the product, and have two or three guests around the wicker table. I'd like to see the corner of the veranda and the shadowing hedge. Stick in one of those fine white Scotch collies somewhere."

And all this for a single-column magazine space!

"Stick in something else somewhere!" The gentleman should be trying to "take out" something instead. One figure—one figure only—is common sense and cut that one off at the waist!

The silhouette is the steadfast, plausible friend of the consistent advertiser who knows the limitations of "space," and desires to deliver his message swiftly, effectively and surely.

It is erroneous to suppose that these smashing blacks fail to "tell a story." Every emotion within reason can be expressed in them.

"For a long while," said a manufacturer of wire fencing, "I fumed over lifting our advertising in a fat and corpulent trade magazine out of the riot of congested type and indiscriminate illustra-

NOBODY

WANTS A PATTERN ALONE

ALTHOUGH 100,000,000 patterns are purchased each year, no woman buys simply because she wants a pattern—she wants a dress.

We venture the assertion that no where else in the entire world of merchandising is there any fifteen cent sale that has such great significance in the mind of the purchaser. The fifteen cents spent for a pattern is n't of just fifteen cents' importance. Its importance in money is from \$2.50 to \$100. Its importance in terms of being well dressed is that of a flying trip to Paris.

Our 3,000 merchants know this. They maintain pattern departments almost at a loss. They sell patterns in order to sell dress goods.

To the manufacturers of dress materials, 2,000,000 Monthly Style Books are as 2,000,000 Architectural Records to the brick manufacturer.

Talk your building materials to 2,000,000 women in the same pages they are studying for building suggestions.

ADVERTISING DEPARTMENT
THE CURTIS PUBLISHING COMPANY
NEW YORK · CHICAGO · BOSTON
PHILADELPHIA



tion. The task looked unsurmountable. You know how the average technical trade journal full-page is arranged. They gather up a bushel measure of bolts and screws and make a border of them, then they have a cheap half-tone made of their

She Has Time for Amusement

Madame, you'll have time for amusement as do many other women, if you'll let **C. C. Parsons' Household Ammonia** make your housework easier. Cleans everything—finest fabrics—roughest floors. Insist on the kind you ask for.


CCParsons' Household Ammonia

TRADE MARK

Different Sizes—at Grocers Beautiful Balancing Bird MAILED FREE

Instructive, interesting toy for children. Free, with our book describing dozens of ways to lessen labor.

COLUMBIA CHEMICAL WORKS
(Established 1890)
52 Seligwick Street, Brooklyn, N. Y.



EFFICIENCY IN PLAIN BLACK-AND-WHITE

factory, use thirty-two different fonts of type and chuck in a zinc reproduction of their letter-head for full measure. Only a hand-painted cyclone could hope to compete with forty pages of this stuff. I finally used silhouettes. They beat out the mince-pie sort of publicity immediately."

There are interesting branches of the silhouette family, such as half-blacks, with meagre detail in white. Strong outline figures with nothing inside and others filled with odd "Ben Days."

But the straight out-and-out black effect holds unchallenged place. Every once in a while an advertiser has the courage to use the silhouette, and it is then, and only then, that the old Grumble-box who never thought of it, because it was too obvious, holds the ad out before him, as he mutters: "By gracious!—that owns the magazine!"

READING NOTICES HIT BY NEW POST-OFFICE ACT.

POST-OFFICE APPROPRIATION ACT FORBIDS THE INSERTION OF PAID "READERS" UNLESS MARKED "ADVERTISEMENT"—DAILY NEWSPAPERS MUST FILE SWORN CIRCULATION STATEMENTS WITH POSTMASTER GENERAL—LIST OF ACTUAL OWNERS MUST BE PRINTED BY NEWSPAPERS AND MAGAZINES

All editorial or other reading matter which has been paid for, or for which payment has been promised, must hereafter be plainly marked "advertisement," according to a clause in the Post-office Appropriation Act which was approved on August 24. There is a fine of not less than fifty nor more than five hundred dollars for violations of this provision.

All daily newspapers must make a sworn statement of net paid circulation by October 1. This statement, covering every day for the preceding six months, must be filed with the Postmaster General and the local Postmaster, and printed in the second issue of the newspaper following the date named. Not only must the circulation be filed and published, but also the names and addresses of the owners of the paper, the editor, managing editor, business manager, and the principal stock and bondholders. The latter provision also applies to magazines, though they are exempt from the necessity of filing circulation figures.

The text of the provisions of particular interest to advertisers follows:

That it shall be the duty of the editor, publisher, business manager, or owners of every newspaper, magazine, periodical, or other publication to file with the Postmaster General and the Postmaster at the office at which said publication is entered, not later than the 1st day of April and the 1st day of October of each year, on blanks furnished by the Post-office Department, a sworn statement setting forth the names and Post-office addresses of the editor and managing editor, publisher, business manager, and owners, and in addition the stockholders, if the publication be owned by a corporation, and also the names of known bondholders, mortgagees, or other security hold-

A Broadway Store

A thousand people pass to one that enters.

Over ninety-nine per cent of the street's circulation is **waste** to that store.

There's as much waste for the average advertiser in the circulation of the average magazine.

And yet advertising pays him as it pays the store to be on Broadway.

Consider then how **wasteless** advertising can be made to pay.

Advertising with **all** of the circulation valuable to the advertiser.

It is this **wasteless** circulation that the Hill Engineering Weeklies offer manufacturers of machinery and products used in the fields of metal mining, engineering construction, machinery construction, generating and transmitting power, coal mining.

Each of these papers goes straight to its own field—wastelessly:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation **10,000**.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation **18,700**.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation **22,750**.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation **30,000**.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation **8,500**.

To Make It Pay

There are fifteen trained advertising men to analyze your selling proposition and prepare a successful campaign. This is the **Make-It-Pay** Department. No charge for the service. Call on it now—address

HILL PUBLISHING COMPANY

505 PEARL STREET

NEW YORK

ers, and also, in the case of daily newspapers, there shall be included in such statements the average number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months.

Provided, that the provisions of this paragraph shall not apply to religious, fraternal, temperance, and scientific or other similar publications.

Provided further, that it shall not be necessary to include in such statement the names of persons owning less than 1 per centum of the total amount of stocks, bonds, mortgages, or other securities.

A copy of such sworn statement shall be published in the second issue of such newspaper, magazine, or other publication printed next after the filing of such statement. Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice by registered letter of such failure.

That all editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised, shall be plainly marked "advertisement." Any editor or publisher printing editorials or other reading matter for which compensation is paid, accepted, or promised, without so marking the same, shall, upon conviction in any court having jurisdiction, be fined not less than fifty dollars (\$50) nor more than five hundred dollars (\$500).

A representative of PRINTERS' INK tried to get some expression of opinion on the new law from newspaper publishers in New York, and made several calls without success. There seems to be considerable doubt as to just how the law will be interpreted, particularly with reference to the term "paid subscribers." As one gentleman put it: "We are somewhat in the position of the man whose house is burning down and cannot very well express an opinion until we find out how much of it is burnt."

The understanding of just what is meant by a "paid-subscriber" must come pretty soon, however, for the Post-office is distributing the blanks on which therequired information is to be entered, and the returns are required to be all in by the first of October.

Judge Hazel, in the Federal Court, has appointed receivers for the E. R. Thomas Motor Car Company, of Buffalo. It is said that the company has assets of \$1,700,000 and liabilities of \$960,000.

TWO TRADING PRINCIPLES

Unless business of the F. W. Woolworth Company slows down very markedly in the last six months of this year the company will do a business this fiscal year, which coincides with the calendar period of just a fraction over \$60,000,000. . . . Already the company is understood to have crossed the 600 store mark, contrasting with 558 at the end of 1911.

The Woolworth Company makes almost exactly 10 per cent net on its gross.

The Woolworth Company, like Sears-Roebuck, represents a trading principle that has found instant popularity with the American consuming public. The success of these two undertakings to date has been one of the most interesting phenomena of an age much of whose thought is consumed in avoiding the ever-present spectre of the increasing cost of living.—*Boston News Bureau.*

MESSAGE TO DALLAS AD LEAGUE

May I suggest two objects worthy of your consideration? Strive to make every one of your members a bigger man than the job he holds. That Dallas convention gave the public an exalted opinion of the advertising man both as to character and ability. Make good on that expectation.

Then study and work, first last and all the time for efficiency. Make it a passion to find out how to get the most advertising value out of a dollar, and how to give the most advertising value for a dollar. Do that and the size of the appropriation will take care of itself and others seeing your good works will gladly follow in your footsteps. More advertising will follow better advertising as surely as day and night follow each other.—*George W. Coleman, President, A. A. C. of A.*

PORTLAND AD CLUB DINES

The Land and Dairy Products luncheon of the Portland (Ore.) Ad Club was held August 28. President A. G. Clark told the diners how he got his start in life, and several lively addresses were made by others. O. M. Plummer, Sec.-Treas. of the Portland Union Stock Yards Co., was chairman of the day. The announcement and menu was decorated with sprays of dried Oregon grass.

CONFIDENCE

Big cities are recruited from little ones; big business from little business; big ideas grow from small ones. The trouble with most of us is that we distrust our own ideas because they are our own—and because they seem so small.—*"Parks' Piping Parables."*

A paint manufacturer recently received the following letter: "Gentlemen—Will you please send us some of your striped paint. We want just enough for one barber pole."—*Southern Textile Bulletin.*

Newspaper Opportunities For Farsighted Manufacturers

Modern business gains impetus by taking advantage of opportunities. In these days of keen trade activity there is much competition in manufacturing, selling, and advertising—*particularly advertising*—not reckoned with in former years. The manufacturer who accomplishes most from his advertising appropriation is a student of all these conditions and takes advantage of every opportunity offered for the promotion of new business that will materially reduce the selling cost. Right now the manufacturers of the following household necessities and trade-marked articles of common use would find an almost exclusive audience with newspaper readers in the big city markets.

Household Necessities: *shoe polish, stove polish, floor finish, wall finish, trademarked brands of mustard, spices, raisins, laundry starch, washing blue, cooking starch, food products (ketchup, olive oil, mince meat, pickles, package ham, bacon), (baked beans, fruits, corn, tomatoes), rugs, carpets, fire insurance, etc.*

Men's Articles: *automobile accessories, suspenders, shirts, cravats, gloves, life insurance, accident insurance, shaving soap, bathroom appliances.*

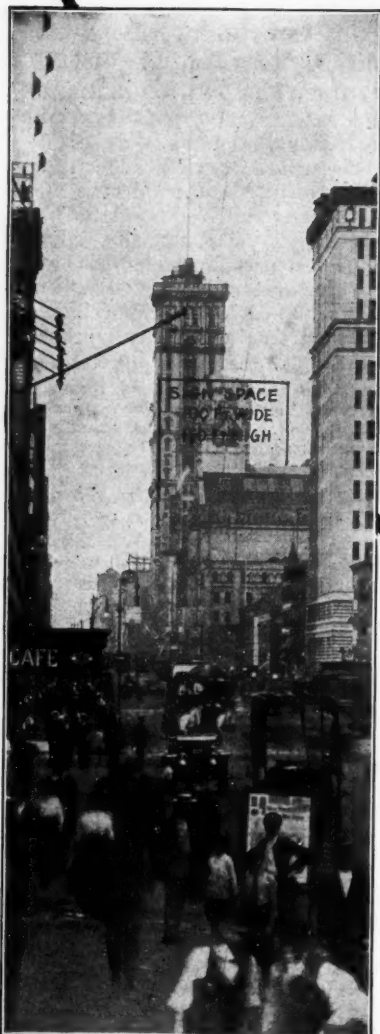
Women's Articles: *ready-to-wear garments, underwear, trademarked silks, woolens, cold cream, talcum powder, baby foods, hosiery, trademarked children's dresses, toilet soap, perfumery.*

Isn't this exclusive bid for patronage with people who consider their home newspaper a daily necessity invaluable? In Indianapolis, Montreal, Philadelphia, or Washington, a single appropriation in the columns of the leading *evening* newspaper is sufficient to carry your message into a majority of English-speaking homes. In addition you will secure dealer co-operation and assistance in many ways that cannot be obtained through any other method of advertising.

I would like to submit to any manufacturer of the above commodities a constructive and economical newspaper plan to help you sell more goods. A tryout or test campaign in any of these cities will "prove up" the efficiency of newspaper advertising at a small cost. Request for interview will receive prompt attention. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

This side of the sign—facing south—measures 57 x 100 feet.

A RARE CHANCE



the Theatre and
of New York City

NEW ELECTRIC

destined to be the talk of

This sign is located at Broadway and 42nd Street, and has hitherto been unavailable for use in the effective manner now planned. The new owners of the building offer a quadrilateral sign space visible from every quarter where money-spending theatre-goers gather—with over 100,000 "circulation" nightly, and

→ This side is visible for a number of blocks up B'way and Seventh Ave. and east on 42nd St.—it measures 57 x 100 feet.

DIAGRAM OF NEW

We offer this space—in whole or in part—to advertisers direct or through agents

A. L. ANDREWS

Tel., 7998 Bryant 1465 BROADWAY

South Side Sign Space. Taken from Pennsylvania Station, corner Seventh Ave. and 33rd St. This space shows up well for several blocks farther South on Seventh Ave.

60 x 100 feet — visible from three Avenues

TO DOMINATE

Hotel District
City with a

ELECTRIC SIGN

alk of the country

an equally large number of
shoppers, commuters and
business people daily.

We are prepared to make
without charge — drawings
and plans for utilizing this
space to maximum effect.

The price is far below
the usual charges.

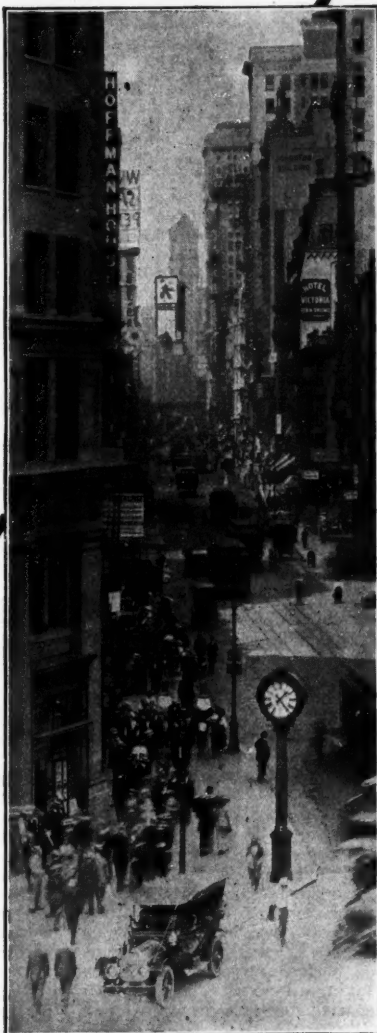
Maintenance and
construction will
be charged at
cost to us.

← This
side is
visible
for a
number
of blocks
up B'way
and Seventh
Ave. and west
on 42nd St. —
it measures
60 x 100 feet.

OF NEW STRUCTURE

Godair-Wimmer Co.,
owners of the building
at B'way, Seventh Ave.,
and 42d St., New York

Advertising Manager
NEW YORK CITY



A view of the tower taken from Broadway, Fifth Ave.
and 23rd St. When the new steel extensions are added the South sign will be three times present width.

HOW THE "TRIAL OFFER" WORKS OUT

A GENTLE MEANS OF GETTING THE PROSPECT TO SELL THE GOODS TO HIMSELF—HOW A TYPEWRITER CONCERN TRIED TO GET AWAY FROM THE SYSTEM AND COULDN'T—LUXURIES DO NOT LEND THEMSELVES READILY TO THIS SYSTEM OF EXPLOITATION—ABUSE KILLED IT IN THE MOTOR TRUCK INDUSTRY

By James W. Egbert.

In a certain adding machine salesman's territory there was a small-town, one-man savings bank. The individual who filled the positions of president, treasurer and cashier not only had repeatedly refused to consider the purchase of a machine, but had finally ordered the salesman out of the bank. He "wouldn't let anybody tell him how to run his business."

The salesman waited until he struck that town on a rainy day. Then he appeared before the doors of the bank, pushing along the sidewalk a machine unprotected save for the customary rubber cover and mounted upon the regulation gas-pipe stand. It was raining hard enough to make his advent spectacular.

Through the front door he came, pushing the machine in front of him, as though in a desperate hurry to get it out of the wet. Once inside he told a plausible yarn of "pulling" a trial from a man farther down the street. The man had used the packing-box for kindling wood, so he was obliged to take the machine unprotected into the rain. Couldn't the banker let him leave it in some out-of-the-way corner until it cleared up? He would surely call for it at the first opportunity, so as not to put the banker to any inconvenience.

It would be a hard-hearted man who could refuse, so the machine was backed into a corner of the banking room, and the salesman departed. He fought shy of that bank for three months. The machine stood and gathered dust until, one day, the banker struck a

particularly twisted snag in his balance. As long as the machine was there, he thought, he might as well see if it was of any use. The salesman wouldn't know whether he had used it or not.

So he took the cover off, and when the salesman finally appeared the machine was alongside the desk, working overtime, and the banker refused to let it go.

That is the essence of the trial system—leaving the prospect in the undisturbed possession of the goods, letting him try his own experiments, do his own demonstrating, and draw his own conclusions. In brief it is a method of making the customer *sell the goods to himself*.

The adding machine business is built upon the trial system. Indeed so important is that phase of the business that an adding machine company with a little more than a hundred thousand machines in use has constantly on trial between *eight and ten thousand*. These machines of course are paying the company nothing, and are costing the interest on the money tied up in them besides the clerical expense of keeping track of them. But the company finds that it pays, and in fact it is the only method of selling that particular product which does pay.

The case of the salesman mentioned at the beginning of this article was unusual, of course, yet it is typical of the extent to which the company depends upon the trial of the goods to sell them. The salesman as a rule does not try to *sell* a machine to a new prospect. He finds out what sort of a machine the prospect can use to best advantage, shows him how to operate it, and persuades him in any one of a multitude of ways to use it for a while.

That has been found to be the one best and cheapest way of overcoming the almost universal chronic objection to the use of the machines, "my business is different." For while it is quite possible to convince a man that he would like to have an adding machine, the expense is so great as to make it necessary to go far-

ther and convince him that he can't get along without it. In other words, the trial serves to take the device out of the luxury class.

There are plenty of other concerns who have used the trial system. Some of them continue to use it, some have stopped, and it has pretty nearly put some others out of business.

The Singer Sewing Machine Company claims to have been the originator of the trial system, some forty or fifty years ago. The company obtained its distribution by farming out territories to various individuals, and delivering the goods to them on consignment. The "sewing machine agent" of history and literature grew out of this plan, and he developed his own system of leaving the machine in the house until he came 'round that way again. It was the only way to convince the housewife that the machine would really do what he claimed.

Later on when competition developed, and the mail-order

houses without heavy canvassing expenses began to offer sewing machines at greatly reduced prices, the trial offer was doubly essential to show the housewife exactly what she was getting. If the local man could get the machine into the house with an installment offer he had a chance to sell it, otherwise the mail order house had a strong advantage in the matter of price. To-day the trial is considered the company's strongest talking point.

The typewriter people have put machines in on trial since the very beginning of the industry. The trial was a necessity when the typewriter was new. But more than one company to-day is trying to get away from it, because the interest on the investment in machines which are doing trial duty is naturally charged against selling cost. One typewriter concern figures that *five trials will wipe out the profit on one sale*, so it is necessary to keep down useless trials to a minimum.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

More than one effort has been made to cut out the trial altogether. The Remington people do not put out machines on trial unless it is certain that the prospect means business and really needs the trial. On their older makes of machines they will not ordinarily do this unless they are sure the sale can be made in no other way. It is only in connection with the new machine—such as those with an adding attachment, etc.—that the customer gets a chance offered him to do his work for nothing.

The Royal Typewriter Company started out with a sixty-five-dollar machine, and expected that the public would fall over itself to possess it. It didn't; in fact the public was very sceptical, and the trial system had to be inaugurated to show that a cheap machine really would do the work.

The company employs a corps of junior salesmen, whose sole duty it is to put machines out on trial. They are not allowed to solicit orders or even to demonstrate the machines. That procedure is necessary because so many stenographers are loyal to their favorite make of machine that it takes a lot of persuasion to land even a trial, and the regular salesman's time is too valuable to spend in this preliminary work.

The tendency of the junior salesmen to fatten their batting averages by landing a lot of trials with absolutely worthless prospects, led to an experiment to see if the trial could not be dispensed with altogether.

Not long ago the Royal company put out a new model, and the factory announced that only twenty-five machines would be available for the first month. Orders could be taken for future delivery, but no machines could be left on trial simply because that twenty-five represented the sole supply for the time being. The sales manager felt that the time was ripe for a demonstration, and he got it for the sales records of the men handling the new model were fully as good as the records of the same men selling an older model under the trial system.

Then in a month, when the factory turned loose on the new model, the order went forth to *sell without trial wherever possible*. "Don't put in a trial unless you absolutely must," said the sales manager. But the salesmen evidently thought that was a universal condition, for the trials were just as thick as ever.

That only goes to show, of course, that the trial makes it easier for the salesman to sell the goods, or the salesman thinks it does at any rate. As long as there were no machines available, the men worked harder to keep up their records, but as soon as they could they went back to their old ways again.

It is interesting to note that in the typewriter business the trial system is used in the large cities only. It is not in use in the country or in the smaller towns, yet the country sales easily equal in number those in the city.

Piano concerns are prompt to disown any adherence to the trial system. But most of them do it, just the same, although it is disguised in one way or another. Right now a piano house is advertising in the New York newspapers that it will not require any "down payment" for a month after purchase, and there are plenty of other disguises for what is in reality a trial system.

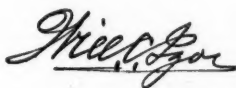
The reason why the piano people do not like to own up frankly to the system is, of course, the second-hand boggy which is much more to be feared in the piano trade than in connection with prosaic adding machines or typewriters. The purchaser of a piano wants to be assured that it is as far above reproach as Caesar's wife, and the idea that it may have been spending short periods of time in the homes of other folks doesn't add to its value.

The piano men can't afford to have it known that they send out pianos on trial, not because pianos represent any more investment than adding machines, but because a piano is a luxury. We don't want any varnish chipped off from what we buy for pleas-

(Continued on page 32)

To-day's once a month

and twice as big, beginning with November
—cutting out the mid-month issue and in-
augurating the 800-line page instead of 400.
Greatly increased value to 800,000 sub-
scribers, with no increase in cost.



Advertising Manager

1 Madison Ave., New York

CHARLES DORR
6 Beacon Street, Boston

HOWSE & LITTLE CO.
People's Gas Building, Chicago

Slower But Surer: A Story of Seven Months

THE DETROIT TIMES

eschewing poster type headlines and emphasis upon crime and scandal, has been gaining in home-going circulation since the beginning of the present year at the rate of over 1,000 a month. January 1912 average, 28,192; July 1912 average, 36,045—a gain of 7,853.

That's the main part of this message, Mr. Advertiser—the milk in the cocoanut. But if you would like to know why the *Times* thinks the foregoing paragraph should be of more than passing interest to you, you may read on.

For several years the Detroit *Times* "marked time" at about 30,000. Its yearly average has been both a little above and a little below 30,000; whichever it was we printed it just the same.

We were aiming at newspaper character—at quality (or decency) rather than quantity.

This policy was bound to retard—for the time being—rather than to stimulate circulation; for true worth is a plant of slow growth.

The showy, the spicy, the salacious, the sensational and the bulky attract attention much quicker.

The *Times'* 30,000 represented what the gash across the Isthmus of Panama represents. It was a preparation for big things.

But now, its standing as a newspaper of character fully established, the *Times* is realizing that virtue has something besides its own reward.

The careful homes of Detroit are discovering in the *Times* the kind of a newspaper they have been looking for.

The estimate of the paper that is heard with increasing frequency is, "The only Detroit daily that I consider fit for my family to read."

Nine-tenths of the *Times'* circulation goes straight into the home by carrier or mail.

The *Times* accepts no liquor, cigarette or questionable medical or investment copy.

While these are pleasant facts for the *Times* to relate, we are not presenting them here just to vaunt ourselves.

We tell them in anticipation of the inquiry of the intelligent advertiser into the kind of readers a newspaper attracts and the reason it attracts them.

We contend that 36,000 circulation, built upon admiration of our policy and confidence in our columns, is worth ten times the circulation of newspapers that sell because they are big and flaring and sensational, but which do not inspire confidence because they print things every day in news and advertising columns that everybody knows are not true. In our columns the right of this page is a calendar of circulation progress for the *Times*. Every day is a red figure day for clean journalism.

When the advertiser knows the *Times* is a newspaper that recognizes the opportunity as clearly as the house of retailing, he can't help but realize that newspaper-making will score a commercial as well as a moral victory in this field.

JANUARY Average 28,192

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
20,442	27,472	27,320	27,360	27,322	27,698
27,786	27,742	27,945	27,808	27,808	28,018
28,136	27,988	28,330	28,166	28,628	28,312
28,500	32,066	28,631	28,387	28,507	
28,460	28,208	28,976			

FEBRUARY Average 29,032

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
28,752	28,654	28,708	28,382	28,322	28,488
28,688	28,840	28,082	28,794	28,402	28,718
20,140	20,168	20,480	28,062	20,016	20,594
20,368	28,004	20,373	20,366	20,084	20,102
			20,402		

MARCH Average 29,526

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
20,212	20,324	20,670	20,378	20,320	20,514
20,200	20,240	20,701	20,118	20,056	20,578
20,381	20,240	20,373	20,472	20,354	20,503
20,632	20,470	20,718	20,512	20,644	20,730
					20,084

APRIL Average 33,478

APRIL

Average 38,478

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
28,200	32,082	28,740	29,370	29,776	29,004
29,240	30,118	29,948	30,374	34,372	34,070
29,340	34,854	33,060	33,100	33,134	34,565
29,532	33,722	33,099	33,789	35,054	34,565
29,470	35,514	33,808			
29,032	32,908				

MAY

Average 33,451

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
33,450	33,560	33,957	34,028	34,079	33,970
34,470	33,504	32,945	33,686	33,534	33,593
33,016	32,904	33,520	33,203	32,863	33,128
36,756	33,151	33,156	33,010	33,119	33,326
		33,352	30,238	33,214	

JUNE

Average 35,879

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
31,538	33,686	34,814	34,010	34,392	33,622
34,630	34,470	34,326	34,594	33,673	33,276
37,312	33,784	33,615	34,866	36,035	36,530
		36,094	36,008	36,324	36,297

JULY

Average 36,045

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
36,400	36,811	36,145	32,638	33,819	35,604
35,745	39,766	36,304	33,876	33,021	35,021
35,072	35,684	33,425	33,425	36,104	35,680
35,810	35,722	33,622	36,260	36,386	36,546
36,472	36,701	36,350			

because they print things every day in news and advertising columns that everybody knows are not true.

The calendar on the right of this page is a calendar of circulation progress for the *Times*. Every day in a red figure they for clean journalism.

When the advertisers have come to recognize the opportunity as clearly as the homes of Detroit and Michigan have, honest newspaper-making will score a commercial as a moral victory in this field.

The Detroit *Times* was the first, and continues to be the leading, progressive newspaper of Michigan.

The reforms that have led to the realignment of parties in the campaign of 1912 have been advocated stoutly by the *Times* since its first issue twelve years ago. Gov. Chase S. Osborn, the most progressive executive since Hazen S. Pingree, and has supported him in his war on brewery domination and official extravagance and faithlessness in Michigan.

The *Times* was the only Detroit newspaper that was not severely censured by the pulpit, church and women's clubs and commercial organizations for printing the present proceedings of the unsavory Kellogg divorce case in detail.

The *Times* was the first Detroit newspaper to oppose the granting of a twelve-year franchise to the Detroit United Railway under the Thompson-Hutchins ordinance, and it had the satisfaction of seeing its position sustained by the people.

The *Times* saw the justice of giving women the ballot while every other Detroit newspaper sneered at the suffragists' cause. The state will vote on equal suffrage this fall.

The *Times* carried on a crusade against private medical impostors until a prosecutor was chosen with sufficient courage to put the charlatans out of business.

The *Times* was the only Detroit newspaper advocating the nomination of Gov. Woodrow Wilson, whose triumph over the corrupt elements in the Democratic convention at Baltimore has been aptly termed a "political miracle."

The *Times* led the long and successful fight against politics in the school board. The *Times* is an affirmative answer to the question of the Madison conference, "Is a modern daily newspaper free to print the news?"

In the columns of a newspaper that is capable of rendering such public service as this, and is entirely unfettered and free to do it, advertisers can be sure of speaking to an interested and responsive class of readers.

It is this record of achievement, no less than its advanced advertising policy and its stand for clean journalism, that accounts for the standing and steady growth of the *Times*, and has given it an individuality and influence from which every reputable advertiser who is eligible to its pages is bound to derive a legitimate advantage.

And bear in mind, in making up your list, that a newspaper that goes home because it is the only one that is considered fit for the home, must serve a constituency that is both distinctive and discerning, and one that cannot be reached as effectively if at all—through any other medium.

JAMES SCHERMERHORN, Pres. and Gen. Mgr.
THE N. M. SHEFFIELD SPECIAL AGENCY
 NEW YORK and CHICAGO

ure, though a new coat of varnish on the necessity may hide a dozen nicks without occasioning any protest. The difference is a difference of human nature, and the man who makes a luxury may hesitate before he lets it be known that trial offers are generally made.

The difference between the way people regard a luxury and a necessity is visible in the automobile field. Every now and again we see the ad of a "demonstration car" for sale at a low figure, but mighty few "demonstration trucks" are so offered. The pleasure car is in the class with the piano; the purchaser may be sold by riding in a car which is also used to sell Tom, Dick and Harry, but when it comes to the actual acceptance of a car of his own, a brand new spic-and-span model from the factory is essential. Putting out a pleasure car on trial would promptly knock a substantial percentage off from its value.

The three months' trial offer as operated by Wyckoff, Church & Partridge provided for the use of a truck in the customer's own service without charge, on condition that it be run into the maker's garage once each week for inspection. The American Locomotive Company, however, quickly found that the free trial was too expensive, and too widely abused. A prospect, by judicious "shopping around" among a number of truck makers, could get his deliveries made without cost for a considerable period. So the Alco truck in charge of an expert driver, is sent out into the service of a prospective customer only upon payment of a rental which varies from twelve to twenty-five dollars a day according to the service rendered and the size of the truck. In case the customer purchases, two days' rental is remitted—never more. A man who really means business, the company says, will not desire more than two days' demonstration.

It should be borne in mind that the trial offer as discussed here is something very different from the purchase on installments plan.

A trial is a means of convincing the customer that he wants or needs the goods, not that he can afford to pay for them. A good many products are sold on the installment plan with regard to which a trial offer would plainly be out of the question (bedroom furniture, for example), and some articles which are sent out freely on trial are seldom if ever sold on the familiar lease system of installment payments. Sometimes the amount is divided into three or four parts and notes taken for deferred payments, but the notes are pretty well secured by something besides the article in question and title does not necessarily remain with the seller until the notes are paid.

Of course, it goes without saying that a trial offer cannot be made on goods which are consumed in the use of them, such as food products, toilet articles, and the like. In the case of such articles it becomes sampling, which has its own peculiarities.

The more an article gets into the luxury class, the more dangerous the trial offer becomes.

The more difficult it is for the customer to understand the application of the goods to his own needs, the greater the necessity for the trial.

A question which must be answered by every manufacturer who considers a trial offer is this: Will the expense of the trial (interest on the investment plus depreciation plus clerical labor of keeping track of trials) be as great or greater than the cost of the *added time* the salesmen would spend to sell the goods without a trial? In other words, without the trial system the salesmen will sell fewer goods per day (unless they work a whole lot faster and harder, which isn't likely), but the cost of the trial system must be added to the selling cost of the greater amount sold with its help.

The adding machine cannot profitably be sold without a trial. Typewriters can be, but it is mighty hard to get people to do it, as the Royal company found out.

PLAYING UP THE TRADE-MARK

HOW NUMEROUS MANUFACTURERS OBTAIN THE MAXIMUM DISPLAY FOR THEIR IDENTIFICATION MARKS AND AT THE SAME TIME AVOID INTRUDING UPON THE USEFULNESS AND APPEARANCE OF THE PRODUCT—KEEPING THE TRADE-MARK PARAMOUNT RIGHT TO THE POINT WHERE CONSUMPTION OF THE GOODS ACTUALLY COMMENCES

By Waldon Fawcett.

To comply with United States statutes and Patent Office rules as to the mode in which registered trade-marks are applied and affixed to goods, and, at the same time to secure the most convenient and effective display of the insignia of identification is a problem which confronts every manufacturer who makes use of trade-marks, and frequently proves more or less perplexing. The importance of this phase of the question has, if anything, been increased by latter-day realization of the tremendous advertising value of a striking and significant trade-mark, quite aside from its function as a means of identification for a widely advertised product and a check on substitution.

It has come to be realized that certain trade-marks are characterized by what may perhaps be called creative advertising force. Unique and startling designs that instinctively impress the casual passerby and coined words so ingenious as to arouse curiosity are examples of this. The record made by Uneeda in its early days and a host of others bear out this theory. Such trade-marks with a "punch" will kindle a certain amount of interest and curiosity even though they be not backed up by other advertising. Or, resting passively on the retailer's shelves, they reach out,—an insistent interrogation point,—to the possible customer who has not yet been brought under the influence of display advertising in the regular channels. But if a trade-mark is to be thus auto-

Summing Up

The quality of McClure's circulation is based on twenty years of magazine making.

It carries prestige.

The quantity is based on a rebate-backed guarantee.

That guarantee carries assurance.

There stands McClure's.

A guaranteed quantity of the very highest quality.

McClure's Magazine

ERNEST F. CLYMER

Mgr. Adv. Dept.

matically drafted, on occasion, as a missionary of trade, it goes without saying that it is important that said trade-mark be effectively displayed. Indeed, it is conceivable that in the case of some lines of goods the placing of the trade-mark is of quite as much importance as the character of trade-mark selected.

Yet the United States statutes make few definite stipulations on this score beyond the requirement that an applicant in order to obtain registration of a trade-mark must file, with his application, at the U. S. Patent Office "a statement of the mode in which the same (trade-mark) is applied and affixed to goods." Taking a cue, possibly, from the implied liberality of the statutes in this point, the practice of the Trade-Mark Division of the U. S. Patent Office allows considerable latitude as to the manner of affixing and displaying trade-marks. Not only are there no burdensome restrictions as to the material to be employed in making a trade-mark representation or the means of attaching it to or impressing it upon the goods, but there are no limitations as to the size and shape of the trade-marks.

Nevertheless for all the leniency manifested there are certain written or unwritten rules at the Trade-Mark Division which sometimes result in prohibition when least expected. For instance it is the general practice of the office that a trade-mark in its relation to the trade-marked article should be with it but not of it. That is, the trade-mark may be as intimately identified as you please with the goods concerned, but it should not be an integral part of such goods—a constituent, if you will. To illustrate how fine a line may be drawn in such decisions it may be cited that the trade-marks which appear as water-marks in paper are accounted acceptable and indeed ideal, they having no function in the utilization of paper as such. But, on the other hand, a manufacturer who sought to weave in his trade-mark as a part of the fundamental design of cloth or other

material would be likely to encounter objection to the plan at the Patent Office.

In these days when the advertising value of the package is coming to be so highly esteemed, it behooves the manufacturer to bear in mind that a trade-mark must be merely an identifying mark and may not be a bottle, package, box, carton or other container. Lack of knowledge on this point has brought disappointment to a number of manufacturers who had evolved original trade-mark schemes. For instance there was the refusal to register a drum-shaped box as a trade-mark for "Drum Collars." A seed grower was denied registration for a red bag as a trade-mark, and a similar veto was the fate of a fountain pen manufacturer who sought to have registered as a trade-mark the red feed bar of his pen—a distinctive feature that was not only a new invention but in appearance contrasted sharply with the pen's black reservoir of hard rubber.

Candy boxes and flour barrels are other containers which would have claimed trade-mark distinction had the officials been willing. Indeed if the bars were let down in this respect we might expect a flood of novel and unique containers and receptacles, evolved by manufacturers eager to kill two birds with one stone and get all the advertising prestige of the trade-mark and the package at one swoop. A notable case that involved the objections outlined in the two preceding paragraphs was that of the Underwood Typewriter Company which failed in an effort to secure registration of the face-plate of its machine.

But for all that the Patent Office officials put a ban on some trade-mark display schemes that would be simply fine from an advertising standpoint, although they are in the main pretty lenient as to methods of affixing trade-marks. Some manufacturers have resorted to very ingenious expedients. As a matter of fact, the character of some manufactured articles is such that a fertile

These Two Sets of Advertising Data Cards

SERIES A

1. Selecting Newspapers
2. Selecting Magazines
3. The Rate Unit
4. Advertising Agency Services
5. Printing Requirements
6. Art in Advertising
7. Evening Papers
8. Morning Papers
9. Sunday Papers
10. The Problem of Plates
11. "Five-Copy" Order System
12. Price Demoralization
13. Agency Responsibility
14. "Half Baked" Advertising
15. Sampling
16. Changing Copy
17. Local Advertising
18. Sales Follow Advertising
19. Distribution
20. The Starting Point

SERIES B

1. Short Rates
2. Position
3. The Time Element in Advertising
4. Making a Schedule
5. One Squirt After Another
6. "Charity" Advertising
7. "In Season" Advertising
8. "Attractiveness" in Advertising
9. Flat Rates
10. A Basis for Copy
11. Size of Advertisement
12. Educational Advertising
13. Puffed Up With Power
14. Retail Friendliness
15. Concentration in Advertising (National)
16. Concentration in Advertising (Local)
17. Penalties
18. Inside Service
19. Keeping Up To Now
20. A Fallacy of Window Advertising

Believing that any national advertiser who might desire to engage our advertising agency services is more interested in knowing some of our "views" and "knowledge" and "experiences" on practical advertising problems than he is in hearing us talk about ourselves, we offer to send him free (if he is an actual or prospective national advertiser—otherwise \$2.00) the two sets—A & B of our Advertising Data Cards, topics of which are listed at the left.

We think it more important for any advertiser to make his own investigation of the advertising agency which he contemplates employing than to have the agency "sell itself" to him by the modern, intensive method of soliciting.

Of course, requesting these Data Cards places no obligation upon the advertiser, but we would appreciate the use of business stationery and official title of the writer.

M.P. Gould Company

Advertising Agency

31 East 22nd Street

—:—

—:—

NEW YORK

brain is required to find a place on the product where the trade-mark will be in plain sight and yet will not detract from the appearance of the goods or interfere with the handling of the product. This applies to statuettes, bronzes and all other art works or near-art works that are trade-marked. Everybody recalls how, in the case of the familiar figure of Billiken, the difficulty was met by imbedding a metal plate bearing the trade-mark in the bottom of the figure—a position where it was unobtrusive, but where it could not escape notice if a person made a close examination of the object.

Mention has already been made of water-marks in papers and on a par with this for effectiveness and permanency is the scheme of having a trade-mark "blown in" a glass bottle. Many china manufacturers have a trade-mark stamped on china when it is decorated and then glazed over, thus preventing that loss or mutilation of trade-marks which is common when these certificates of genuineness are merely in the form of paper labels pasted on each piece of china. In the wine and liquor trade, where substitution by means of the refilling of the bottle is something of a bugbear, some firms have had recourse to the protective feature of the trade-mark by either imprinting the insignia on the corks or attaching a trade-mark label to the bottom of the cork in such manner that it is detached when the cork is drawn. Mineral water firms have employed these same measures, and in the case of "Poland Spring Water" and other widely-advertised waters the protective function of the cork is supplemented by a paper seal which the purchaser is warned to require shall be unbroken.

The manufacturers of silk, cloth, etc., and of ready-made garments have had some hard nuts to crack in discovering the most advantageous methods of affixing trade-marks. The garment manufacturers have, most of them, seemingly, been of one opinion, it being the prevailing

practice to sew a printed or woven label in a convenient place in each garment, as, for example, on the waistband of a skirt or petticoat. However, some of the manufacturers in this field have followed the plan of stamping a trade-mark directly on the inside surface of the material of the garment—a process similar to that followed by many corset manufacturers.

The manufacturers of goods sold by the piece or by the yard have displayed far more originality in affixing trade-marks. Some makers of goods, only one side of which is to be exposed to public gaze, after the goods is made up into a garment, boldly stamp the trade-mark on every yard of the reverse surface. Priestley's cravenetted cloth is an example that comes to mind, but, of course, such a plan is impracticable in the case of many classes of goods with double surface. Some of the most ingenious schemes have had recourse to the selvage as a surface for the trade-mark inscription which must needs, of course, be repeated with every yard. Stamped or stenciled marks are the most familiar of these selvage labels, but in some instances the trade-mark has been ingeniously woven into this marginal space. Even more resourceful have been the manufacturers of "Aurora" portieres and hangings, who have hit on a scheme for weaving the trade-mark name in the fabric near the end of each piece and have been able to so blend the mark that it is inconspicuous, though in plain sight. Perforations afford an effective medium for trade-mark inscription where they can be employed. A case in point is that of the "Brenlin" window shades, where the mark is cut in tiny letters in every yard of the fabric.

Of all the examples of trade-mark display there is probably none more worthy of praise than that afforded by "Rub-Dry" wash cloths, because of the clever way in which a novelty has been evolved and made to serve a double purpose. In the case of these wash cloths the trade-mark

is affixed in the form of a tab, by which the cloth can be hung on nail or hook in order to allow it to dry. Such a tab is a distinct convenience and a welcome addition to the wash cloth, although most people do not seem to have realized it before. And the Rub-Dry people, not content with killing two birds with one stone, have gone one better and utilized the reverse of this trade-mark tab in order to advertise the kindred product, Rub-Dry towels. Tags and tabs form, indeed, one of the standard mediums of trade-mark announcement. To what lengths this program may be carried is attested by the practice of the feather company that handles "London Plumes" and which attaches a small celluloid label to the inside of the stem of each plume.

Generally speaking, the more intimately and the more conspicuously a trade-mark is affixed to a product the greater is the advertising value of the mark in that connection. To be sure, there are many manufacturers who, unfortunately, from the very nature of things, cannot affix a trade-mark directly to the product. The makers of food products are usually in this class. Under such circumstances the aim of the shrewd manufacturer is to so place the trade-mark that it will not be obliterated until consumption of the product actually commences. Wonders have been accomplished in this direction by purveyors of hams, print butter, crackers, such as the Educators, and other eatables where a trade-mark name is stamped, embossed or impressed directly on the product. The next best thing is a container so convenient or attractive that it is given a place on the dinner table, as, for example, certain styles of catsup bottles, cheese jars, etc.

To go to the other extreme, we find some manufacturers who are all but compelled by circumstances to so place trade-marks that their advertising message will be read not only by the purchaser, but by he who runs. The shining example is afforded by



EL PASO

Here are a few more extracts from that report:

"El Paso has a big city look, a big city atmosphere, a big city activity, and this idea is not dissipated but rather accentuated and emphasized by a more intimate knowledge of its business life and institutions. It is a hustling, bustling city, but every building and all public improvements are of a character of permanency far above the average."

"Each line of trade seems to have an unusual number of high grade stores for a city of the population of El Paso and these stores all seem to be doing a business, which, judging from the line of goods carried and from my investigation in that direction is far above the average. The popular demand seems to be for the higher grade of goods in all lines and the merchants were prepared to supply the demand."

"A noticeable thing in the business sections is the absence of cheap sides of streets. There are no ramshackle buildings; and from appearances and the location of the larger business establishments, no concentration in spots, or along certain streets, at the expense of others."

"My idea previous to my visit to El Paso that the city suffered by reason of its proximity to the Mexican border, was entirely dissipated before I had been there many hours. Instead of being an objection and an argument against the city as a business place its location at the great gateway to Mexico is a magnificent asset. I am of the opinion that within our own time, probably within a very few years, El Paso will rank in population and size with any other city in Texas or the Southwest and will outrank all of the others in commercial importance. That it is the largest city within a radius of 500 miles is not so important as the fact that nearly all of this territory is tributary, commercially, to El Paso, and for natural physical reasons is likely to continue so for all time."

"The newspaper situation in El Paso is simplicity itself. THE HERALD leads the field with surely two and one-half times, probably three times, the circulation of its only daily contemporary. The difference in circulation is illustrative of the difference in every other way."

EL PASO HERALD

is a great newspaper and thoroughly characteristic of its wonderful city."

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

the makers of rubber goods and particularly the manufacturers of automobile tires. The light of the latter simply cannot be hidden under a bushel. The maximum of publicity is also afforded by the position of the trade-mark labels on the disc talking machine records of the Victor and Columbia companies. The figure of the quizzical dog and the double musical notes—another splendid trade-mark—identify these respective products at a glance and without the necessity of reference to the accompanying printed matter.

Undoubtedly the responsibilities of trade-mark display sit most lightly on the shoulders of him whose trade-mark is the name of his product. No manufacturer who has the wisdom to trade-mark would put out an anonymous product, and if a name or title that has been registered as a trade-mark appears in any form in any location the requirements of the law and the conditions of advertising prestige have alike been satisfied. As examples of products the very names of which are synonymous with trade-mark display there may be suggested "Kodak," "Celluloid," "Vaseline," "Listerene," the trade-marked names of various pianos, "Dioxogen," "Coca Cola," "Sapolio," etc. It is important, however, that even in the case of a trade-mark name that has become a household word the line "Registered in U. S. Patent Office," or an abbreviation of same, shall always appear in conjunction with the mark. If this registration notice be missing the law provides that the owner cannot recover any damages in a suit for infringement, except on proof that the defendant was duly notified of infringement and continued the same after such notice. The law further stipulates that if by any reason of the size or character of the trade-mark, or because of the manner in which it is attached to the goods, the registration notice cannot be given in conjunction, it must be affixed in the form of a label to the package or receptacle containing the trade-marked article.

STOCK INTEREST AS SPUR TO SALESMEN

PROMINENT ADVERTISERS COMMEND PRINCIPLE EMBODIED IN POLICY OF GOODYEAR TIRE AND RUBBER COMPANY, DESCRIBED IN "PRINTERS' INK" LAST WEEK—VARIOUS ASPECTS

"I have always believed," says Hugh Chalmers, president of the Chalmers Motor Company, "that one of the surest ways to build up a strong organization is by giving some of the employees, who helped to make the business a success, an opportunity to become stockholders. It is my observation that it is impossible for men to feel as deeply interested in someone else's business as they do in their own. As soon as a man becomes part owner of a business through holding some of the stock of the company, the business becomes *his* business. He has that feeling that whatever he does he does for himself primarily rather than for someone else.

"I can see no reason why this principle would not work out in a sales force as well as I have seen it work out on a smaller scale in the executive side of the various organizations which have come under my observation."

Mr. Chalmers had been asked to give his opinion in respect to the value of the theory that "taking house salesmen and other employees into partnership" is an evidence of profit-making efficiency or scientific management. The principle, if it be one, was illustrated last week in *PRINTERS' INK* out of the experience of the Goodyear Tire & Rubber Company, which has incorporated that principle into its practice and has shown a really remarkable development.

The example was one of sufficient novelty when applied to the selling end of business to deserve serious attention. Under the name of profit-sharing and as a device at the factory end to allay labor unrest, prevent strikes and make permanent jobs more attractive, the plan has undergone a good deal of discussion. Various Eng-

AND NOW YOU HAVE

The Birmingham Sunday News

THE GREAT SOUTH'S
NEWEST PAPER

Beginning with Sunday, September 22d, The Birmingham News will publish a Sunday edition, which, for size, completeness, thoroughness of preparation, variety of interest and volume of circulation, will be one of the greatest in the entire Southern field.

The Birmingham News' local and Alabama and general news service, already the most complete in the State, will be augmented by the full and complete leased wire services of the International (Hearst) News Service, the United Press and The New York Sun, aggregating over 50,000 words.

The special features of The Sunday News will be double the features now published by any Alabama newspaper and include The New York Sunday American's four-page Comic Supplement and twelve-page Magazine Supplement, two pages of National Sports, one page of Foreign Cable Features of the International News Service and the New York Sun's Fashion and Woman's Pages. To this will be added many distinctively local and Southern special and news features. Circulation First Issue guaranteed to exceed 30 000.

**Positively
Guaranteed**

25,000

**Circulation
Each Sunday**

The advertising rates of The Birmingham Evening News will, for the present, apply to the Sunday Edition, under existing contracts. As The Birmingham News sets the pace in Alabama for the daily papers, so will the Sunday News set the pace and dominate the Sunday field.

No Alabama list will be complete without adding to the new paper—the Sunday edition of

The Birmingham News

VICTOR H. HANSON, Publisher

KENDALL B. CRESSEY
Advertising Manager

ALBERT HANSON
Foreign Representative

lish and Continental manufacturers have made use of it with varying degrees of success. It is being tried with undetermined results in some few establishments in this country, notably the Steel Trust mills. It has long been, of course, accepted in theory by such men as Andrew Carnegie and many others, who have picked out the brightest of their employees, put them in high places, made them sharers of their profits and so built up their own fortunes through the greater power developed by the stimulation of ambition. And George W. Perkins, late partner of Pierpont Morgan, himself an illustration of the principles, is its most prominent and persistent advocate as being a sure solvent for most of our industrial and social ills.

Does it apply to salesmen as well as shop-operatives? Is their loyalty as important as that of machinists? Have they any untouched resources of ambition and industry that salary, commission and hope of advancement do not now open up?

Mr. Chalmers' opinion is that it does apply to salesmen, as well as others, and for the same reasons. It is better for the house to have all its people looking and pulling the same way.

With this opinion the Washburn-Crosby Company, makers of "Gold Medal Flour," agrees.

"We believe without question," says Samuel Bell, Jr., of the company, "that this policy applied to the tried and true associates in a business organization cannot fail to be productive of great results, increasing the prosperity of the business for all owners, large and small."

PRINTERS' INK has referred more than once to ownership of stock in Swift & Co. by its employees, but the participation of the salesmen has never been emphasized.

Arthur D. White, advertising manager, says:

"On August 1, 1912, over 18,000 persons were stockholders in Swift & Co.; of this number over 3,500 were employees of the company.

"Executives and some of the department heads from time to time increase their holdings by buying stock outright, but the majority of this number of employee stockholders have acquired their holdings on the Employees' Stock Investment plan, established by Mr. Louis F. Swift, president of the company, which permitted the purchase of stock at par with a cash payment of ten per cent., the stock paying a dividend to the purchaser from date of purchase at the rate of seven per cent., and interest charged the employee on the unpaid portion of his subscription at six per cent.

"Payments were received in any amount at any time and interest immediately stopped on the date payments were so made. By this system continuous saving toward payment for the stock was encouraged, instead of only accepting payments at maturity of the note.

"All classes of employees took advantage of this offer, teamsters, butchers, packing-house employees, plant foremen, restaurant waitresses, clerks, stenographers, department heads, branch house salesmen and managers, car route salesmen, city salesmen,—in fact every division of the business is represented in this aggregation of stockholders.

"We consider that aside from the advantage of inculcating the principle of systematic saving, an advantage is gained for the business in having employees as stockholders. It is human nature to guard one's own personal interests more carefully than anything else and not only the protection of the investment but the profit-earning possibilities are usually uppermost in the minds of employees having their personal funds invested in the stock of the company in whose work they are employed. There is a certain pride and feeling of responsibility in the acquisition of stock and ambition leads to getting it paid for.

"After the first experiment of this kind the directors and officers were so well pleased with the co-operation on the part of em-

ployees that the offer was renewed when the capital stock was again increased."

One of the most interesting slants of opinion is given by a very prominent executive, who says, in speaking of the plan of giving salesmen an opportunity to become interested in business:

"Personally I believe in it when conditions are such that it can be worked. I would not care to be quoted on the subject, however, for the reason that our company has never done anything of the kind and anything I might say might appear to be a criticism of our own methods. This would be so in spite of the fact that in a large corporation like ours, where anybody can become interested in the business by simply going out into the market and buying stock and could just as easily become free of financial interest in the business by going into the same market and selling it, stock interest means nothing.

"The only kind of business where an opportunity to secure a share of the stock would be an advantage or a special object is a close corporation or partnership where the ownership of stock carries with it necessarily a certain amount of authority or influence. In a company like ours a salesman might own more stock than his sales manager and yet have absolutely no more influence in the conduct of the business than a fellow salesman who owns none."

These opinions are not necessarily conclusive, but they certainly increase the presumption in favor of an engaging theory. It would simplify matters a good deal for the manufacturer to know that "making partners" of his salesmen—in however limited a way—would increase their selling efficiency.

SUGGEST COLEMAN FOR GOVERNOR

"Why not George W. Coleman for governor of Massachusetts?" two Boston papers are asking. The president of the A. A. C. A. was a delegate to the Republican convention in Chicago as a Roosevelt delegate.

The Women

The women
who read The
Woman's Home
Companion
are not merely
any women;
they are
the women who
read The
Woman's Home
Companion.

HOW TO GIVE AWAY TWO MILLION DOLLARS

A LEAF OUT OF THE BOOK OF A CHICAGO PHILANTHROPIST—SO EASY ANYBODY CAN DO IT—AN ADVENTURE IN FOLLOW-UP WHICH GREW OUT OF THE SUCKER LIST

By John P. Wilder.

Out of Chicago comes word of a philanthropist who puts a certain gentleman prominent in the steel trade quite in the shade. Mr. Carnegie had best look to his laurels, for no matter how many millions he gives away, Brother Goldenberg can go him several millions better. There is absolutely no limit to Goldenberg's resources, while Mr. Carnegie would be broke in a day or two if he tried to plunge at the same rate. Two million at a crack is Goldenberg's style.

Gentle reader, would you like to know how to give away two million dollars? If so, read on, for the secret is out, and the recipe is printed fair in imitation typewriting on Goldenberg's letterhead No. 46 B.

Brother Goldenberg, you must know, is the proprietor of a publishing house, a skin soap, a hosiery mill, a booze cure, and a complete set of toilet goods. He probably will be proprietor of several other things by the time this is in type, for whenever he thinks of something else he would like to be proprietor of he orders a new letterhead and he is it. All you need to be Goldenberg's kind of a proprietor is one roll-top desk, one typewriter, with ribbon to match the process letter company's ink, typewriter table, and a cabinet in which to file the letterheads so they won't get mixed. You can run the outfit in a barn if necessary, but it looks better to put a Dearborn street address on the letterheads. So Goldenberg goes to the extra expense of a room in an office building. It is a mere frill, however, and the student who is learning how to give away two million dollars can follow it or not as he chooses. It is just as easy to give away the money in a barn as it is on Dearborn street.

Wait! One of the most important articles has been forgotten! You can't possibly give away two million dollars without a sucker list. It is of more fundamental importance than the roll-top desk. The typewriter ribbon may not match, but if the sucker list fails—Good Night! You can do business on the bottom of a nail keg so long as you are in touch with the sources whence flow "names and addresses of medical and mail-order inquiries, taken from original letters." Sometimes you can buy the original letters themselves, if you are fussy, and then after you are through with them you can sell them to other philanthropists. When you are giving away millions these little things count.

So we must add to the outfit a collection of the periodicals and pamphlets in which lists are offered for sale from ten cents a name down, according to ripeness.

Now, I do not claim the slightest originality in connection with this plan, in fact I should never have gotten onto the true inwardness of it but for a series of fortuitous circumstances. Goldenberg bought my name once for the publishing house, once for the skin soap, again for the knitting mill, etc., etc. If I had the money that has been spent for my name—as booze fighter, cigarette fiend, consumptive, fat man, thin man, mail-order boob and so on—I would buy me a new automobile. Goldenberg himself would supply at least a gallon of gasoline, for he has bought my name no less than six times, to say nothing of the postage he has spent to inform me of his altruism.

Of course, you understand that Goldenberg's dallying with the sucker list is for the purpose of getting the guileless to buy "agents' outfits" in order to "make big money" selling the books, or the skin soap, or the hosiery, or the many other things Goldenberg is proprietor of. The size of the "outfit" depends upon which catalogue of suckers your name was listed in. The book outfit is ten dollars, while the skin soap is quoted at fifty cents.

"There is asserting itself an Enlightened Selfishness BORN OUT OF A REALIZATION THAT THE WELFARE OF AN INDUSTRY IS DEPENDENT UPON THE WELFARE OF ALL ENGAGED IN IT."

GEORGE W. PERKINS, in *N. Y. Times*, Aug. 25th.

If Mr. Perkins is correct in his diagnosis of the changing attitude that Manufacturers assume toward the Retailer (who is the vital factor in distribution of goods) then what follows should be carefully considered by every "Food Product" Manufacturer.

—For Mr. Perkins' thought is the basic principle behind the offer now being made by "Woman's World" to interest Manufacturers in raising the standard of Retailers in Grocery Product lines.

—To make these Retailers better merchants, broad gauge instead of narrow gauge, through mixing with their fellows at Trade Conventions.

—To let them learn the ways and methods of other Retailers in other Cities.

—And at the last afford them the opportunity of a trip to the San Francisco Panama Exposition,—a liberal education in itself.

The method of accomplishing these results is practical, not theoretical. It bears the approval of men Nationally known to Manufacturers and Retailers alike.

And last but not least the Retailers themselves are coming forward in frank and open approval of the plan.

It is the uninformed Retailer who is the stumbling block in the sale of Manufacturer-trade-marked, nationally advertised goods.

To further the movement the Woman's World Publishing Company is offering its services as a Clearing House in conjunction with a plan best calculated to promote

BETTER MERCHANDISING METHODS ON THE PART OF THE RETAILER and GREATER SALES ON THE PART OF THOSE MANUFACTURERS WITH WHOM THE RETAILER WILL BE CO-OPERATING BECAUSE THEIR INTERESTS ARE MUTUAL.

Full printed particulars will be sent any Manufacturer upon request.

WOMAN'S WORLD PUBLISHING COMPANY

107 SOUTH CLINTON ST., CHICAGO, ILL.

A Medium With No Waste Circulation

is found in direct advertising by attractive blotters.

They are useful, always in sight—a constant reminder of your product.

You can reproduce your product in actual colors on

"Royal Worcester"

Registered U. S. Patent Office

Enameled Blotting

in 200 screen half-tone if desired and have twenty-two combinations of colors to select from.

Royal Worcester stock never curls or warps—our exclusive process of manufacture prevents this.

We only supply the blotting paper. Tell your printer you must have—

"Royal Worcester"

Write Today for names of dealers near you and for samples and prices.

Standard Paper Manufacturing Co.

Richmond Virginia

Largest manufacturers of blotting paper in the world—because we make the best.

Goldenberg throws in with the "outfit" an offer to employ you permanently at twenty dollars per week *after* you have fulfilled certain close-to-impossible conditions.

But all of that is incidental to the giving away of the two million dollars, at which point we have now arrived. Goldenberg's system is simplicity itself. Anybody can do it. A child can operate it. We will let the author of the system describe it in his own words:

Dear Friend:—

A GREAT OPPORTUNITY. DO YOU WANT TO MAKE MONEY? BELIEVING YOU TO BE JUST THE PERSON FOR A SPLENDID OPENING THAT WE HAVE AND THAT OFFERS A TRULY GREAT OPPORTUNITY—WE COME TO YOU FIRST.

We are the owners of two new factories, making high-grade goods being now first placed upon the market. We want at once two million customers. How shall we obtain the two million customers? Shall we spend two million dollars in newspaper advertising? We want the goods not only talked about, but tried and THE GOODS WILL BE TALKED ABOUT! Instead of giving money to the newspapers for advertising we have decided to GIVE TWO MILLION TO THE PEOPLE! Give the people the benefits! Accordingly we will give away the two million samples to people who are interested, in all parts of the country, and let them tell their friends and neighbors about them, as they naturally will tell about what pleases them. And here is the opportunity for you.

Isn't it easy? Instead of giving the money to the newspapers, give it to the people. Lest there be any lack of understanding on the subject, I might add that Goldenberg goes on to offer to let me "distribute the soap to the people at half the regular retail price." But he doesn't say anything about half-pricing the agent's outfit.

NEW AGRICULTURAL PAPER

Southern Farming is the title of the new weekly farm paper issued by the Orange Judd Company. It represents a consolidation of the Southern circulations of *American Agriculturist* and *Orange Judd Farmer*, and the first number will be issued September 7 from Atlanta, Ga. L. A. Niven is editor and William F. Parkhurst advertising manager.

IS THE COUPON PASSE?

A RECENT ALLEGATION THAT IT HAS SEEN ITS BEST DAYS NOT BORNE OUT—NOT WISE TO OVERLOAD THE COUPON—WHY THE HOUSEWIFE IS CHARY OF THE COUPON HANDED IN THROUGH THE DEALER—EXAMPLES OF RECENT PULLING STRENGTH OF COUPON ADS

Every once in a while somebody in the advertising business has a suspicion that as a copy feature the coupon idea is played out.

It was only a few weeks ago that a food manufacturer told PRINTERS' INK that a coupon sampling campaign planned by him to introduce a new food had failed, so far as the sampling or coupon was concerned and that he thought this failure was due to the possible fact that the coupon had been overdone, and thus had lost its vitality—that the public would not react to it as it did a while back.

PRINTERS' INK's view was that the hitch in the campaign was probably not so much due to the weakness of the coupon idea as to the size of the load that was put upon it. The manufacturer aimed to introduce the new product by hitching it on to an old one—a sound enough scheme in itself—by asking the housewife to take the coupon to her dealer and get a package of the new product free with the purchase of one package of the old product.

There were two bad features to this plan. One of them was in trying to get the woman of the house to carry coupons to her grocer. As a rule she does not like to do it and many campaigns based on this plan have failed. One very large national advertiser in the grocery line has within the past year received a severe set-back on account of this failure to appreciate the psychological fact that the same woman who will collect every kind of a coupon to send off to a distant house will not do the same thing if she has to cash in on them through her own grocer. The reason obviously is that she feels that it is a comparatively trifling thing or



MUNSEY'S method of selling magazines appeals to the experienced advertiser just as Munsey's Magazine itself has always appealed to the public.

There is no other magazine so heartily, so freely and so spontaneously bought, read and indorsed by the great public as Munsey's Magazine.

The Frank A. Munsey
Company
175 Fifth Ave., New York

that doing it would place her in some way under obligation to the grocer, whom she prefers to patronize rather than be patronized by. The coupon is no different in principle from the trading stamp, but she does not realize it.

But this detail is wholly outside of the question of the merit of the coupon, and whether the merit has declined. In the absence of any data of a determinative character, the experience of a few advertisers is interesting.

Berry Rockwell, general advertising manager of the United States Motor Company says:

"As to the advisability of using coupons in advertising in farm papers, would advise that we have had a great deal of experience in this field.

"We have tried to build typical farm copy around our automobile ads in farm papers. We have found the farmer a hard man to approach, suspicious, discerning and fearful of being ensnared. By this I mean there have been so many unscrupulous propositions put over on him that he is wary of anything that is really bonafide when made attractive by an unusual offer.

"For instance, in our 1912 campaign we approached the farmer on the following basis:

"We realized that he was accustomed to free trials, thirty day demonstrations with no expense to him, etc., etc. We therefore told the farmer that we did not want him to buy our automobile unless he was sure he was getting what he was paying for in every particular.

"We asked him to arrange a trip with his family in any Maxwell that he might pick out regardless of distance. We maintained that using the car this way over the same roads, hills, and dales that he would use it if he bought it, would be a more satisfactory demonstration to him of the car's merits than would a demonstration up and down a few asphalt streets or boulevards of a city.

"In other words, we wished to demonstrate to him in an attractive, pleasurable way the merit of our car without any expense or obligation to him.

"The offer was so unusual that we had to use the coupon so worded that the farmer could easily realize that asking for this free trip did not obligate him in any way. If he felt that it did obligate him he would pay no attention to the ad or the offer and our advertising would have been in vain.

"I really believe that the coupon is still a necessary essential to ads in farm papers where inquiries are desired, for the reason that the ad is then not misunderstood and the farmer knows what he is doing without any obligation."

The Morgan Company, of Oshkosh, Wis., lumber, doors, sash,

blinds, etc., had this experience:

"Since we began advertising Morgan doors, our advertisement has always been carried in such magazines as *American Homes & Gardens*, *Craftsman*, *Country Life in America*, *House Beautiful* and *Keith's*.

"We have never used the coupon in our advertising until this year.

"We herewith give you the number of inquiries received from the above magazines for the first six months in 1911 and 1912:

	Replies. 1911 1912
<i>American Homes & Gardens</i>	81 106
<i>Craftsman</i>	257 340
<i>Country Life in America</i>	104 116
<i>House Beautiful</i>	324 302
<i>Keith's Magazine</i>	182 363

"One thing must be taken into consideration regarding the number of inquiries for this year, and that is the space used in the magazines for 1912 is greater than 1911. In the year 1911 we used half magazine pages. This year we are using three-quarter magazine pages.

"Sometimes the stationery used by the inquirer writing for our book gives us an insight as to who the party is which often proves of value. This is entirely done away with when the coupon is used; for this reason we dislike the coupon."

The Peck-Williamson Heating and Ventilating Company, of Cincinnati, says:

"We have been using coupons in our magazine ads for the past two years, and have found that the majority of those making inquiry use the coupons.

"It has been our experience that the number of inquiries received depends entirely upon the strength of the copy used, and we are inclined to the opinion that our advertising has produced better results since the coupons were used than it did before.

"In spite of the fact that we are constantly widening our local distribution, which should tend to reduce the number of direct inquiries, there is an increase continually rather than a decrease in the number of replies received."

DINNER TO BUTTERICK GENERAL SALES MANAGER

Arrangements have been made for a farewell dinner to be given by the Agate Club, of Chicago, to Fred Ralsten, who comes to New York to be general sales manager of the Butterick Publishing Company. The dinner has been set for September 9.

Mr. Ralsten, in taking the newly created position of general sales manager, will supervise the entire Butterick sales department, which includes the advertising, sales and pattern departments. James A. Townsend will succeed Mr. Ralsten as Western advertising manager.

PLANS FOR CO-OPERATIVE STORE AT BOSTON

A movement inaugurated during the last week by Boston bank clerks for the purpose of meeting the high cost of living is an interesting sign of the times. At a gathering of clerks, cashiers, tellers and bank messengers plans were outlined for the establishment of a co-operative store, at which the necessities of everyday life are to be sold at reasonable cost, although whether these necessities are to include food or clothing, or both, does not appear. As many travelers to England are aware, probably the cheapest place in all London to buy clothing, groceries and a host of other articles, is the famous co-operative Army and Navy stores, where merely by reference to the number or share of some member of the association even an obvious foreigner is permitted to buy at the discount which the privilege of actual membership confers.

If the impressions of the American traveler paying only occasional visits to the Army and Navy stores may be relied upon, the quality of articles bought there is excellent and dependable, but there is comparatively little effort to tempt the purchaser with novelties or fads for which there may be only a brief demand. These are obviously the conditions which make possible the lowest prices for the handling of staple goods for they mean little loss from unsalable stock or stock which can be sold, if at all, only at great reduction after the fad for it has passed.—*Springfield Republican*.

TO CHECK RISE IN COST OF LIVING

A vast amount of idle and unimproved land in this country is susceptible of cultivation. There are swamps to drain, worthless woodlands to clear, and on good farms unutilized land. The rough land now producing little or nothing which could be made good for pasturage is enormous. But all these lands require considerable expenditure of money or labor. High prices of food products will eventually bring development of these lands, but naturally this has not been done while cheap and fertile prairie lands were to be had. It is not likely that development of these lands will have the effect of bringing down the price of food, but they may probably hold rising prices in check for a time.—*National City Bank, New York City*.

T. F. Pevear formerly secretary and manager of the magazine and general newspaper business of the Myers Advertising Agency, Rochester, N. Y., has purchased the general agency business of that corporation, and will conduct it under the name of Pevear & Co.

C. A. Lawrence, for five years city editor of the Anderson, Ind., *Morning Herald*, has been appointed advertising director of the Nyberg Automobile Works, of Anderson, Ind. He succeeds Oscar R. Ewing.

Automobile Test of San Francisco Newspapers

Don Lee is the Pacific Coast agent for the Cadillac Automobile and a most progressive and successful advertiser.

Instead of accepting all the statements handed him by various publications regarding the number of automobile people who read their papers, Don Lee decided to make a test of his own.

He secured from the California State Capitol a list of the names and addresses of automobile owners in San Francisco to whom automobile licenses had been issued. He then sent a reply postal card to each of these asking which newspaper was taken in his home. If two or more newspapers were taken the first choice was asked.

Here is the result from the first bunch of replies received:

EXAMINER - - 923

Second Newspaper	675
Third Newspaper	631
Fourth Newspaper	320
Fifth Newspaper	66

With a circulation exceeding 105,000 daily and 200,000 Sunday, The Examiner thoroughly covers central and Northern California.

M. D. Hunton,
220 Fifth Ave.,
New York.

W. H. Wilson,
909 Hearst Building,
Chicago.

The City Banks are King Pay the Farmers

Every fall there is a temporary money stringency in the financial centers caused by the enormous flow of money to the farmers to pay for the newly harvested crops.

This fall it is larger than usual because the crops are bigger and prices are stiff.

This year's harvest in the U. S. will bring nearly

Ten Billion Dollars.

This money goes to the farmers.

But it soon returns to the banks through the various channels of trade because the farmers are good spenders.

COMFORT

is a big link in the endless chain of commerce that keeps this ten billion dollars in circulation.

COMFORT is regularly subscribed for in more farm families than is any other one publication.

COMFORT'S farmer readers are of the prosperous,

A Million and a Quarter C

e King Drained of Cash to rms for the Crops

progressive class that aspire to and can afford the luxuries.

Besides their regular buying of the common necessities and lesser luxuries our farmer readers will soon be using the proceeds of the harvest in heavy purchases of improved farm machinery, windmills, gasoline engines and household labor-saving appliances, paints, oils and varnishes for their buildings, pianos, organs, furniture, jewelry, carriages and automobiles.

Mail-order and general advertisers should secure their share of the profits of the bumper harvest by advertising in the fall issues of COMFORT.



is a live wire which short-circuits the farmers' trade direct to its advertisers.

Forms close 15th of month before date of issue. Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,
CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative
FRANK H. THOMAS, Representative

rt Circulation, 80% Rural

No Demand for the Mail Order Paper

Many think that the mail order paper has no possible excuse to exist—cheap reading, cheap ads, etc.—fakey all the way through. It is cheap. The subscription price is cheap, the paper is cheap, the advertising rate is cheap. It does not go to an extravagant class. The live mail order paper has a subscription price of 25 cts. per year. It actually gets this price—it does not give the circulation away to solicitors and subscription agencies. The live mail order paper with, say a circulation of 500,000, can show actual cash subscription receipts for the year of \$125,000. It gets its own subscribers by giving to women or children a premium for securing a number of subscribers or direct from the subscriber. It gives its subscribers the paper *they* want—the kind of stories and the kind of departments, etc. It may not interest you, but it does these people, and there is a goodly number of them in this country—about 50,000,000. They never heard of Kipling, but they appreciate Charlotte M. Braeme. They may not be as up-to-date or as “classy” as your folks, but they are all right, and it would be a pretty poor country without them. The ads in the mail order papers are not fakes; they may not look pretty; lots of the articles are advertised as “free,” but these people know that the word “free” stands for an article given as a premium for work. The Postoffice department are pretty particular these days, and also these people know a thing or two themselves. Many big enterprises have been built by advertising exclusively in the mail order papers. They pay advertisers or they couldn't exist. 98% of all the advertisements in mail order papers are keyed.

The Household Guest is a *live* mail order paper, guaranteeing 500,000 circulation—over 500,000 subscribers who have paid 25 cts. for the paper for one year—on print stock, well edited for its subscribers—not for the effect on advertisers. Effect doesn't count with mail order advertisers—they demand result orders.

The advertising rate in The Household Guest is \$2.00 per line, which figures down at the agent's rate to 1-3 of a cent per line per 1,000 circulation. Other kinds of monthly publications get ½ a cent per line per 1,000. Advertisers who have anything to sell in small towns and rural districts—to the average people living there—should consider The Household Guest and other *live* mail order papers.

GEORGE H. CURRIER COMPANY
501-509 Plymouth Court Chicago

ADVERTISING AND SALES DEPARTMENT RECORD SYSTEMS

HOW THE ADVERTISING MANAGER CAN TELL WHERE HIS CUTS AND DRAWINGS ARE, WHEN THEY WENT, AND WHEN THEY COME BACK—MAKING CUTS EASY TO FIND AND EASY TO KEEP TRACK OF

By Edward S. Babcox.

II

Advertising and sales departments are so closely related nowadays that it is difficult to discuss them separately. Where there is

eye view of advertising department systems is to outline a definite series of methods now in use in a typical department with which the writer is familiar.

To begin with, the advertising appropriation is three and one-half per cent of gross sales.

This particular advertising manager at the beginning of each year divides his funds under six heads, as follows:

- 1—Printed Matter
- 2—Publicity.
- 3—Engraving.
- 4—Postage.
- 5—Salaries.
- 6—Miscellaneous.

He makes out a sheet with these headings down the side, and months across the top. His assistant keeps a monthly record of expenditures under each heading, so that the advertising manager knows always where he stands. The totals are easily obtainable because each order is numbered,

FORM NO. 1874 EEO 7-28

DATE *April 6, 1912* QUAN. *5029* CIRC. NO. *953*
SENT TO *All Dealers*
SUBJECT *#38 Cabinet*
ENCLOSURES *#656 - return card.*

COST			
POSTAGE	<i>50 29</i>	BOOKLETS	
ENV. AND LETTERS		CATALOGS	
RETURN CARDS	<i>5 93</i>	TOTAL	<i>166 41</i>
STUFFERS		COST PER PIECE	<i>133</i>
FOLDERS	<i>111 09</i>	COST PER M.	<i>33 09</i>

FORM E. ONE ADVERTISING DEPARTMENT HAS USED THIS SYSTEM FOR SIX YEARS. "IDEAL," IT SAYS.

need of both departments in a business, the more closely they are associated, the better. The ideal condition obtains when the same man is sales and advertising manager with able assistants to look after different portions of work under his direct supervision.

Facts and figures are at a premium in most advertising departments; because advertising is more or less intangible; because it is not a definite science where the dollar expended can be counted upon to produce a definite return; because many advertising managers think that no adequate records can be kept, and therefore do not keep any.

As a matter of fact, they beg the question,—the need for accurate records really varies inversely as the amount of facts at hand. The fewer the facts the greater the need of a record of them.

The easiest way to get a bird's-

REPLIES

SALES

DATE	NO.	DATE	NO.	DATE	AMT.	DATE	AMT.
<i>Apr 10</i>	<i>1</i>			<i>Apr 10</i>	<i>12.60</i>		
<i>12</i>	<i>5</i>			<i>18</i>	<i>9.00</i>		
<i>14</i>	<i>5</i>			<i>May 2</i>	<i>5.10</i>		
<i>17</i>	<i>8</i>						
TOTAL REPLIES				TOTAL SALES			

FORM F. REVERSE OF "E." RECORD OF RETURNS FROM CIRCULAR MATTER SENT OUT, COMPLETE AND COMPACT

and when the bill comes in its amount is listed on a day book journal sheet which has column headings for each of the six subdivisions. Totals each month give the expenditures. So much for the financial side.

RECORD OF CIRCULARIZING

Whenever it is decided to send out circular matter, a 5x3 card (form E) is made out, as shown.

month, year to year, etc. These figures are later incorporated in a comprehensive summarized report which is submitted monthly by the advertising manager to the board of directors.

RECORD OF MAGAZINE ADVERTISING

It is important that an accurate, definite record be kept of contracts with publications, and I know of no better record form

FORM 1000

RECORD OF CIRCULARIZING DONE FOR MR.

DATE	CITY	STATE	CODE	PL NO	ENCLOSURES	COST	FROM	TO
4-10-10	Scranton	Pa.	119	3	Folder 7086	3.11		Agents & Dealers
15	Nick. Barre	Pa.	81	7	"	2.16		"
20	Berwick	Pa.	18		"	47		consumers only

FORM G. PRACTICALLY A LEDGER CARD KEPT WITH BOTH TERRITORY OR REPRESENTATIVE TO SHOW COST OF ADVERTISING DONE

Note that many facts are incorporated on this little record card, the face side giving all details about matter sent out, and the reverse side (form F) giving an accurate line on replies and sales which result.

At the end of the month the figures from all cards filled out during that month are taken from the cards and entered on ledger cards,

for this than the 8x5 card (form H) used by a very large advertiser in the Middle West. Note the complete information which this card gives. One card is made out for each publication, and where a large list is used the cards can be filed either alphabetically by name or publication, or by name of city.

While form H gives a definite

PUBLICATION <i>Saturday Evening Post</i>		CITY <i>Philadelphia, Pa.</i>		ADDRESS		FORM NO 1000 200-1-00	
SPECIAL NOTE							
KEY <i>827</i>	SPACE RESERVED <i>6 pages</i>	SIZE OF TYPE PAGE <i>3 1/2 x 5 1/2</i>	RATE <i>2 1/2</i>	COST WITH <i>2 1/2</i>	FORMS CLOSE <i>4 other</i>	PLACED <i>Direct</i>	
SCHEDULE	LINES	SUBJECT	COPY SENT	CUTS SENT	NET COST	COST TO DATE	CHECKED
6th	1 p	424	10/1/11	7/10/11	3600.00	1/9/11	
20th	1 p	2527	10/10/11	7/10/11	3600.00	1/22/11	
10th	1 p	2526	1/10/12	2/10/12	1000.00	2/15/12	
REMARKS							

FORM H. USUALLY COMPLETE RECORD OF TRANSACTIONS WITH A PUBLICATION

one of which is kept for each territory. Form G is a sample of the ledger card on which an accurate account is kept for each territory. From these records you will readily see how simple it is to get a complete summary and a total on the amount of matter sent out from month to

record of the contract, and matter sent to the publication, form I gives a definite record of sales. One of these cards is made out for each publication and space is provided for orders received on each day of the year, card being printed two sides. The summaries at the bottom are of unusual

Do You Advertise

<i>Automobiles</i>	<i>Razors or</i>
<i>Building Materials</i>	<i>Shaving Materials</i>
<i>Clothing</i>	<i>Men's Toilet Articles</i>
<i>Cameras</i>	<i>Heating Apparatus</i>
<i>Watches</i>	<i>Insurance</i>
<i>Optical Goods</i>	<i>Firearms</i>
<i>Men's Underwear</i>	<i>Office Appliances</i>
<i>Sporting Goods</i>	<i>Typewriters</i>
<i>Talking Machines</i>	

Or, in fact, any line of goods that should appeal to clean living, right thinking, discriminating men?

If so, consider well the

Technical World Magazine

It is a man's magazine and fills a field peculiarly its own.

Not a forced circulation but a clean natural circulation, and that is always the best. Not driven into the home with a sledge, but sold on its merits. There are 155,000 persons (mostly men) who buy it because they want it and for no other reason.

The rate is \$160.00 per page flat

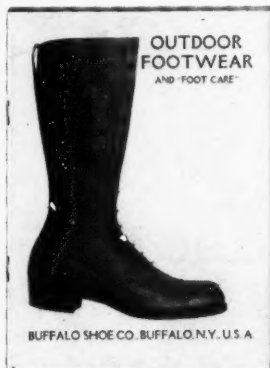
Technical World Magazine

New York Office
Flatiron Building

Chicago, Ill.

Do Ad Men Buy Advertised Goods ?

Most of you have the great out-o'-doors bug. Foot equipment is at the bottom of your joy. "Buffalo" footwear is really *radically improved*—because of new exclusive patents in tanning, waterproofing and construction.



A request will bring you our remarkable Catalog "*Outdoor Footwear and Foot Care.*" It pictures in colors Hunting Boots, Shoepacks, Golf Shoes and all kinds of Leather Outdoor Footwear, *par excellence.*

Will you rise to this ad
the way folks rise to yours?
Just ask for Catalog "P."

BUFFALO SHOE CO.
BUFFALO, NEW YORK

value to the advertising manager who aims to keep an accurate line on his work.

COST OF PRINTED MATTER

A source of confusion in many advertising departments is the effort to ascertain exactly the cost of each piece of printed matter produced. Form J, an 8x5 record card, is the best solution to this problem I have yet run across. The advertising manager who uses this says that it was evolved out of a series of experiments, and is exactly what he has long needed. The entries on the card explain its use. One card is made out for each piece of matter. Each piece of matter is given a job number, and all the different orders made out for material to be used on that job carry the same job number, so when the bills come in they are easily traced and entered on this one card. The reverse side of this card (form K) shows its further value.

FILING AND INDEXING CUTS

The advertising manager of a big jobbing house which handles, we will say, agricultural implements, automobiles, bicycles, boots and shoes, cameras, candy, glassware, and the like, first classifies the goods under subject heads like this, with subjects numbered:

Agricultural implements	1
Automobiles	2
Bicycles	3
Boots and shoes	4
Cameras	5
Candy	6
Glassware	7
Etc., etc.	

Now, if a cut is to be filed and indexed, the first thing to decide is under what subject it comes. If it is a plow, it comes under "agricultural implements." He takes one of the index cards which is filed back to the proper subject guide (a good size is 8x5 inches). A proof of the cut is pasted on the card, the cut is filed in the upper left hand drawer of the cut cabinet, and numbered 1-1. It is the first cut filed in the first classification. All other

cuts of agricultural implements are filed in that same section of drawers and are numbered consecutively from 1 up—1-2, 1-3, 1-4, etc.

As cuts come in under other classifications, a new drawer or set of drawers are assigned to each classification and cuts filed by number, just as was done with the cut of the plow. A proof is pasted on a card which bears the same number which is stamped on the base of the cut. Then, when a cut of an automobile is wanted he simply goes to his subject index and finds this classification is No. 2. He goes to his cabinet and finds his automobile cuts in Section 2.

The cuts themselves are filed in shallow, type-high drawers.

If you cannot put your finger on a particular cut that you want the next best thing is to be able to tell where that particular cut is. The way to accomplish this is to make a proof of every cut that is sent out, and in a drawer of proper size—we use a vertical drawer—file these proofs alphabetically, by name of printer receiving them. Then, since the cuts are numbered, have the boy in charge take his cuts or proofs to your "index of cuts" and record on each index card when and where each cut was sent. When the cuts are returned have this information recorded also. This little bit of routine, which can be easily handled by a bright boy, relieves the advertising manager of a lot of bother and worry about his cuts, and helps him to get things done.

RECORDS OF PHOTOS AND DRAWINGS

For every cut there is a photograph or drawing. These represent a big investment in large advertising departments, and a very careful plan of indexing and filing must be worked out if the best results are to be had.

I have seen a number of plans tried, but in many advertising departments the following works out to good advantage:

First of all a subject index is needed. In starting a new department the same subject index



Centering at Elmira, New York, and reaching not only the larger cities like Scranton and Wilkesbarre, Penna., and Ithaca, Corning, Hornellsville, Binghamton, New York; but a thousand or more other cities, towns and villages in both states,

The Elmira Telegram

is the big localized Sunday newspaper for that splendid section comprising the Southern Tier of New York state and Northern Pennsylvania counties.

For the advertiser, who would quickly and economically introduce his goods into that prosperous and responsive section, it affords a single medium of great effectiveness and covering quality.

To the advertiser with a distribution secured and a publicity campaign that comprises many strictly local mediums under way, it supplies a supplementary and tying together medium that will add tremendously to the resultfulness of his campaign.

Its clean, live circulation of more than 45,000 copies per issue in this one of the most responsive fields in all the country at twelve cents an agate line flat—ten lines or a million—strikes us as a proposition that cannot sensibly be ignored nor passed by.

Let us tell you all about it?

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

used for cuts can be used for the index of drawings. If the same index is taken for both, be careful to have them printed on different colored guides so they won't get mixed up. If you have a drawing of a plow simply paste a proof of a cut made from it on one of your 8x5 index cards, and file the card back of "Agricul-

As other drawings come in they will require different sizes of drawers, and these can be secured in sectional cabinets, and added to the original cabinet outfit. To each new size of drawing a new letter is assigned. Then, as drawings are filed in these different sizes of drawers, they are numbered B-1, B-2, C-1, C-2, etc.

FORM 1000
RECORD OF SALES

PUBLICATION *System* SUBJECT ADVERTISED *Transfer Cabinets* No. *7450*

Day	JANUARY 19		FEBRUARY		MARCH		APRIL		MAY		JUNE		
	Orders	Amount	Orders	Amount	Orders	Amount	Orders	Amount	Orders	Amount	Orders	Amount	
1													
2	2	16.00											
3													
4	4	9.65											
5													
6	6	24.35											
7	1	2.00											
8													
9	2	6.71											
10													
11	7	16.75											
12	1	2.00											
13	2	6.75											
14													
15	10	7.51											
16													
17													
18													
19													
20													
21													
22													
23													
24													
25													
26													
27													
28													
29													
30													
31													
Totals													
Grand TOTAL: Orders		Total Cash		% Sales		Total Sales \$		Av. Sale \$		Total Adv. \$		Cost per Sale \$	

FORM I. ON THIS 8x5 CARD IS SPACE FOR ENTERING SALES, FOR EACH DAY OF ONE YEAR

tural Implements" and back of the sub-guide "P." These sub-guides are put behind the major subject guides to facilitate quick reference. For instance, there is a card behind "Automobiles" for all the different parts, etc., so there is a complete set of guides from A to Z. "Wheel parts" are filed behind the "W" guide, "Engines" behind the "E" guide, etc.

But now to come back to the drawing of the plow. Since this is the first drawing, the index card with proof pasted on is filed in a big portfolio drawer. This is the first drawing filed, so it is No. 1. These portfolio drawers are classed as "A." Then the drawing first filed becomes A-1. The subsequent drawings which fit that size drawer would be A-2, A-3, etc. But each drawing of that size, besides being filed numerically in these drawers is indexed by subject in the 8 x 5 index record.

The average department will require about three different sizes of drawers for its drawings, and when the advertising manager wants a drawing referred to as A-601 C-15 he recalls at once the approximate size of the drawing.

Of course, you must frequently send drawings and photographs to engravers to have cuts made. When you do this be very sure that some record is kept of the drawings that go out—when and where they go. I find it is a good plan to have on hand some cheap cards about 8 x 11. Whenever you send a drawing out take one of these cards, fill in the number of the drawing, date and place sent, and then when it comes back and you put it back in the files take the card out and enter the return date. One of these cards is put in the drawer in place of the drawing you send out. Then, when you look for a

The Motor World Publishing
Company is pleased to announce
the appointment of Brock
Mathewson as Advertising
Manager of the Motor World

A. B. Swetland
President

drawing, go to your index and ascertain its number, go to the drawing file, and you will find either the drawing itself or one of these cards telling you where it is. One of these cards of

the big things which need him.

It should be fully realized the sales and advertising departments in all their complexity are of more recent development than some other departments of busi-

TITLE <i>Vertical Folder #577</i>					
JOB NO. <i>1476</i>		CAT. SIZE <i>7 x 9</i>		PAGES <i>8</i>	NO. ORDERED <i>750</i>
EDITION <i>1st</i>		COVER SIZE <i>X</i>		PAGES	NO. RECEIVED <i>750</i>
100	ORDER NUMBER	FROM	ESTIMATE	COST	REMARKS
					Cover Paper
					Inside Paper
					Composition
					Printing
					Folding
					Binding
					Drawings
					Engravings
					Electro
TOTAL COST				<i>\$ 30.83</i>	
COST PER				<i>C \$ 3.01</i>	

(No. 100-100-100)

FORM J. MODERN METHOD OF KEEPING BOOK OF COST OF PRINTED MATTER

course can be used to record the travels of several drawings.

It is only with details thus organized to the very highest point

ness. As they are in a more or less formative stage, so are the methods used by them to record facts and data, which reflect their progress.

But certain records are essential and vital to the success of every sales and advertising department; and since the captains of business are coming more and more these days to judge men not only by the record they have made, but by the records they keep on file and the way they keep them, I suggest this: Whenever you desire to install a new and more effective record system or piece of business equipment in your office, consult any one of many firms which are equipped to give you the service, advice and co-operation you need.

100	ORDER NUMBER	FROM	REMARKS	COST
	<i>4/11/24</i>	<i>L. H. Lane</i>	<i>Photo</i>	<i>60</i>
	<i>4/19/24</i>	<i>Quar. Co.</i>	<i>Etching</i>	<i>75</i>
	<i>4/19/24</i>	<i>"</i>	<i>"</i>	<i>82</i>
	<i>4/19/24</i>	<i>James & Co.</i>	<i>Printing</i>	<i>28.50</i>
				<i>\$ 30.83</i>

FORM K. REVERSE OF "J." VALUABLE WHEN YOU WANT TO KNOW WHAT THAT LAST LOT OF BOOK-LETS COST

that the high-priced man at the top of the department is free from all concern about the small but important things, and is able to render his best service to the house and give his attention to

equipped to give you the service, advice and co-operation you need.

The first annual field day of the Advertising Men's League of New York will be held September 20 at the South Orange, N. J., Field Club.



LOOK FOR THE "EAGLE A" WATER-MARK
IT'S A GOOD HABIT



¶ All hats look pretty much alike when they are new. You don't know what's in them. Only time can tell their wearing qualities. But when you buy a hat with a label in it—the label of a maker of standing—which says that it is a good hat, and you know that the name means what it says, you will pass up seven stores to get a hat with that manufacturer's name in it.



¶ Now, all Bond Papers look pretty much alike. Cheap paper stock can be given a fine snap, just as cheap felt can be given a nice shiny finish.

¶ But when you see the Water-Mark of the "Eagle and the A" in a sheet of Bondpaper, you know, or you should know, that we who made it say that that Bond Paper is not only a Good Paper, and will serve you well, but that it is the actual equivalent in Paper Quality at its price. There are Thirty-Four of these Papers.

¶ Business Men thought so well of "Eagle A" Papers that they bought over 15,000,000 pounds last year.

Ask your Printer or Lithographer to show you samples of

To make your letters most impressive and convincing use



Or, write us and we will send you a Portfolio containing Printed Business Forms on six of our products.

Write today.

In writing please mention which of these Sample Sets you prefer.



The De Luxe Business Paper
The Peer of the "Eagle A"
Water Marked Line.
May we send you samples of
this Paper?

AMERICAN WRITING PAPER COMPANY
31 Main Street, Holyoke, Massachusetts
Twenty Nine Mills

OLD HEMPSTEAD BOND



SECURITY TRUST BOND

ASIAN BOND - JAMES BOND - CONTACT BOND - COUPON BOND - JAPAN BOND

HOUSE-ORGAN'S PART IN SELLING EFFICIENCY

THE AIM BEHIND TWO PERIODICALS
PUBLISHED BY A WESTERN AUTO-
MOBILE COMPANY—HOW THEY
ARE MADE TO "OIL THE WHEELS"
OF THE SALES ORGANIZATION—
EFFORT TO UNITE DEALERS AND
SALESMEN INTO ONE SELLING BODY

By Richard J. Snowhook,
Of the Advertising Department of the
Thomas B. Jeffery Co.,
Kenosha, Wis.

For those who regard the house-organ as a toy, a plaything, a dumping ground for office witticisms or amateur efforts at "fine writing," the house-organ is a failure. Such a publication soon loses its novelty; it arouses merely a passing interest.

The house-organ that is intelligently and conscientiously edited by no means is looked upon as a plaything. It is a serious undertaking. There are issued to-day by business houses throughout the country hundreds of such publications. And where successful they are regarded as serious endeavors.

Most mediums of this kind are published with a view to oiling the wheels of the sales organization. It is their function to assist the sales manager in his efforts to increase the working efficiency of his salesmen or to instill into the minds of dealers new ideas concerning the house and its goods—ideas that will work to the advantage of both the dealers and the house.

This at least is the result obtained by the Thomas B. Jeffery Company in the publication of its house periodicals, the *Demountable Wheel*, and the *Rambler Circle*.

The *Demountable Wheel*, a four-page publication, is aimed to keep dealers and salesmen in close touch with the house. In it are published pictures of the factory equipment, photographs of dealers who are accomplishing definite results, stories concerning them, suggestions from the sales and service departments and in

fact, any news calculated to interest or instruct the men who are handling our car.

Thus is promulgated through the *Demountable Wheel* the basic principle of the Jeffery sales policy—a policy based upon organization of its dealers and salesmen into a unified selling body.

The dealer in California is brought into close contact with the dealer in Maine and the representative in Texas knows what the man up in northern Canada is doing, what arguments he uses, and how he is overcoming obstacles. Through the *Demountable Wheel* a unified selling talk is conveyed to the dealers. The best talking points are gathered and placed before them, the result being that instead of a disorganized method of campaign the company so marshals its forces that a concrete and, therefore, effective plan of action is carried out.

With the *Circle* the policy is a little different. As this paper is distributed exclusively among salesmen, it is regarded more in the light of a family affair. That is to say, in the *Circle* we call a spade a spade. The names of those salesmen who stand highest in the matter of actual work accomplished are mentioned with great frequency. Those who stand not so high draw only occasional comment, while those whose work is not productive of definite results seldom, so far as the *Circle* is concerned, find their names in print.

Men who are a little behind become possessed of a desire to move a trifle faster. They realize that though their names may not appear in print the eyes of the management are on them. The *Circle* acting as a mirror reflects the activities of the sales organization; it takes the place of the "ginger-up" letter used by many business houses.

Once or twice a year we have a selling contest in which each territory is represented and in which each salesman is given a certain quota of sales to make. When a man attains his quota

he is admitted to membership in the One Hundred Point Club. The Circle follows this contest closely, printing in each issue the standing of the various men.

We have but little trouble in securing plenty of news for the *Wheel* and the *Circle*. Our sales correspondents, salesmen, dealers and the department heads of the factory always are on the alert for something they think we might use.

The *Circle* is published about twice each week, as is also the *Demountable Wheel*; they are conducted under the guidance of the sales manager, the advertising manager and other responsible department heads.

THE REAL SCIENTIFIC MANAGEMENT

The so-called "scientific methods of management" aim to get facts not only about machines and materials, but about men and women. They strive to adjust the worker to the work; to train him in it; to equip him for it; to provide everything needed for its easy and wasteless performance; and to recompense him well for the larger product made.

But emphasis must again be placed upon the fact that it is the presence of the cordial and hearty spirit of sympathetic co-operation between the employer and the workmen in the factory that is the core and center of these new methods. If that spirit is wanting, the new methods are not there, no matter what the management may be said to be.

This is truly one of the cases where "the letter killeth, but the spirit maketh alive." No amount of orders from owners, of blank forms, and clerical staffs will make up one of these so-called "scientific" systems.

Back of them all, fundamental to them all, is the broad spirit of teamwork without which, whatever the management may be, the phrase "scientific management" has no meaning.—William C. Redfield in the *Atlantic Monthly*.

FRANKNESS OR RHETORIC?

After experimenting with various forms of lies, under all sorts of conditions, I am beginning to bet all my money on the truth as the best all-around winner in any game, both social and commercial.—Thos. Dreier.

People must be told about the merits of the things they are expected to want. Caruso, of course, in the vernacular of the day, "has the goods." But it has been the *advertising* of that fact that has brought him fame and fortune.—Jerome P. Fleishman.

THE American Magazine is not edited primarily to secure circulation. The first object is to make a good magazine. The attraction of circulation is taken as a proof of success. Its subscribers are the kind that are attracted because they like the magazine. They like it to the extent of going to the trouble to get it. They continue to read it and they are influenced by its cheerful, energetic philosophy to the extent of appreciating the offers of advertisers who are permitted to use it.



ADVERTISING DIRECTOR

WHEN IS IT A LOTTERY?

THE ONLY SAFE WAY TO FIND OUT
IS TO ASK THE POSTMASTER—THE
INTERPRETATION OF THE LAW IS
WHAT COUNTS, NOT THE LETTER

THE A. T. LEWIS & SON DRY GOODS CO.
DENVER, COLO., Aug. 28, 1912.

Editor of PRINTERS' INK:

Will you tell me the status of voting contests along this line: Suppose a dry goods store should wish to stimulate its business and give away a sum of money to charity, the money to be divided among several charities by a popular vote, using coupons to give away at the time each purchase is made in the store. The winners, or rather those to whom the awards are to be made, to be determined by the first five or ten of those charities who receive the highest number of votes. Is it your understanding of this that this comes under the lottery law? I had understood that such things were on the "Black List" of the Post-office Department.

JOHN L. HUNTER.

The only way to be sure that a given scheme will not conflict with the lottery laws is to secure the "O. K." of the Post-office authorities through the local Postmaster.

The scheme described in the above letter would seem to be legitimate provided that prizes of definite amounts were promised for the greatest numbers of votes cast during a certain definite time, and provided each coupon was issued with a purchase of a certain definite amount. Under these conditions the institution which worked hardest would presumably get the most money.

That is the way it would seem to an outsider. But it is the interpretation of the Postmaster which is effective, not that of any third party. It is always wise to take the advice which is printed and sent out by the New York Post-office:

"Persons who contemplate the use of the mail in the operation of prize contests or schemes are advised to ascertain whether matter relating thereto is mailable under the law, and should submit specimens of any advertisements, offers or literature with full particulars relating to the project."—
[Ed. PRINTERS' INK.

Little Helps from the Other Fellow

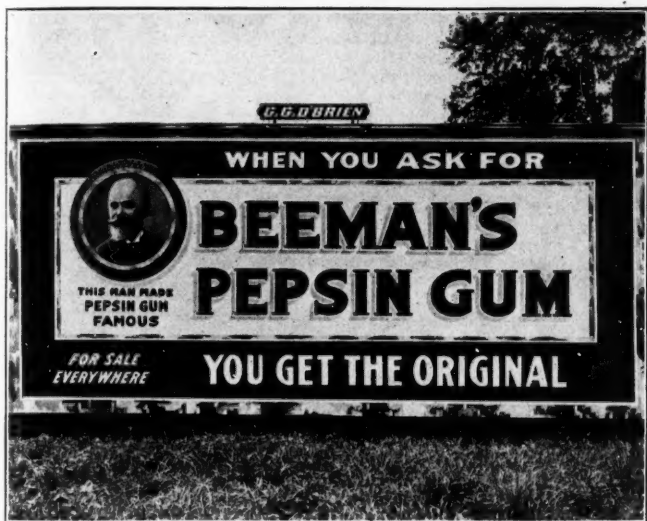
By John Allen Murphy

A Minneapolis mail-order house, catering mostly to farmers, found that they could greatly increase the number of their orders by stating in their catalogue and other literature "personal checks gladly accepted. We will pay the exchange." This fact was stated over and over again, and emphasized in every possible way. Many mail orders are lost because the prospective customer, though he may be interested and at the point of buying, never gets around to get the "bank draft, express or money order." All the better class of farmers have bank accounts nowadays, and carry a check book in their pockets all the time, but, strange to say, most of them are still bashful about offering their personal checks in payment of a bill. We accept many farmers' checks every day, but they are almost invariably tendered half apologetically, as though we looked on the check suspiciously and would prefer to have the real money. A great many persons, who have had no business training, are a little bit in doubt about their checks being accepted away off in some distant city. If the farmer can be made to understand that all he has to do is to fill out the order blank, make out his personal check, and then drop the order in his rural route box, he will consider it much easier to buy by mail.

An old-established and well-known department store recently discovered that many people living in the town did not know where the store is located. Being the largest, best patronized and most centrally located store in town, the advertising manager assumed that it was not necessary to state the street address of the establishment. Going home in the street car one night he overheard two women discussing the car ad of the store. One of them

O'Brien Service

Is True Service



One of the 12 x 30 foot bulletins included in the "Beeman's Pepsin Gum" display in Pittsburgh. This is a good example of an O'Brien Bulletin—substantially built, painted by artists, and face to face on Fifth Avenue with 100,000 prosperous Pittsburghers every day.

☞ Topographically, Pittsburgh was made to order as the ideal city for outdoor advertising.

☞ It has barely ten main thoroughfares to accommodate the daily travel of a million people, and these ten converge at the center of the city.

☞ Its population is cosmopolitan. There are probably more different languages spoken in Pittsburgh than anywhere else in the world.

☞ The sign-board is universally read and understood, and therefore the most practical medium.

☞ The O'Brien painted bulletins are recognized by the people of Pittsburgh as their most intimate everyday source of information.

G. G. O'BRIEN, Pittsburgh

said "I wonder why that store never gives its address." That remark gave him a hunch. He has been giving the location of the store and how to get there in every advertisement since, and says that the ads are noticeably more effective. Billboard advertisers are generally derelict in giving their location. If an advertiser expects readers to write to him, or to come to his place of business, he should give his address. He is never as well known as he thinks he is.

A manufacturer, employing no salesmen, and selling his products direct to the retailer by mail, found his business of fairly satisfactory volume, but not showing any growth. Various means of increasing it were tried, without apparent results. Finally, the sales manager hit on the idea of making a very special price on some product of their manufacture, the price to be in effect for two weeks only, and only good when the order was accompanied by an order for a specified quantity of their other products at regular prices. A special price is put on some product every month. A description of it and a small sample, together with an order blank and a price list of the entire line, is sent to the trade every month. The special price is made low enough to command attention. The scheme has worked wonders. It has increased the sales of that manufacturer over two hundred per cent, and has reduced his former selling expense enough to make up for the cut on the specially priced product.

Mail-order advertisers often excite suspicion by not giving enough proof of their reliability. As references, they will give the name of one bank, and as proof of their fair dealing quote half a dozen testimonials, saying they have thousands more on hand of a similar tenor. I have just received the catalogue of a Chicago mail-order specialty dealer. He quoted a letter from one bank, and it is a comparatively small and obscure bank at that, and he print-

ed testimonial letters from five satisfied patrons, all of whom live hundreds of miles from where I do. His proof was very unconvincing, and made me wonder if that was the best he could do. Contrast this with a catalogue received from another house a week or two ago. In it were reproduced strong letters from three banks, and the names of all other banks in the city were given, and the reader was told that he could write to any of them. But, best of all, with the catalogue I received a facsimile letter from an enthusiastic customer living right in my own town, and four other similar letters from people living within fifty miles of me. This was proof that could not be ignored. It seems that this house receives thousands of testimonials, because it asks for them. It classifies them according to states, and when anyone writes for a catalogue he gets with it testimonial letters from some of his neighbors. More mail orders are lost because the prospect is not convinced that the advertiser is reliable than for any other reason, unless it be a lack of thorough and definite description of the merchandise offered.

TOO MUCH BALANCE BAD AS NONE

ESSENKAY SALES CO.
LOS ANGELES, Aug. 19, 1912.

Editor of PRINTERS' INK:

The "How to Get Balance in Layouts" article, by Howard V. O'Brien, published in PRINTERS' INK, was exceedingly interesting, well written, and in itself logically sound up to a certain point—but it does not appear that the application of the principles laid down would produce the results naturally most to be desired—but the exact reverse.

Except in the case of reflex action, we are safe in the statement that there can be no muscular effort without a preceding mental stimulus. If, therefore, muscular effort is the (one) effect of mental stimulus, mental stimulus is the (sole) cause of muscular effort.

Were we to balance our displays with that absolute accuracy and mathematical precision the possibility of which Mr. O'Brien so clearly and truthfully points out, would we not turn out stuff that the public might regard not alone with the utmost physical composure, but with a mind so cow-like, calm and placid, that it failed to grasp the startling fact that you can first fry fish and then onions in it.

W. F. RIGHTOR.

The New York Morgen-Journal

Largest German Circulation in America

Takes pleasure in announcing the engagement of

Mr. Howard C. Story

as Western and Travelling
Representative

THIS newspaper is the German edition of the New York American and Journal. It contains their unsurpassed news and features service plus a local news-gathering staff and special correspondents in Germany and Austria.

This accounts for its supremacy. In advertising for the first 8 months of 1912 it

Gained 148,471 Lines

**Sunday Circulation
Over 100,000 Copies**

HOW CIRCULATION SHOULD BE REGARDED

RIGHT TO KNOW EXACT FIGURES—
BELIEVES NUMBER WHICH ACTU-
ALLY REACH READERS IS WHAT
ADVERTISERS SHOULD BE INTER-
ESTED IN

By Earnest Elmo Calkins,
Of Calkins & Holden, New York.

The advertiser has the same right to know the circulation of the publication in which he is buying space that the householder has to know the number of pounds in a ton of coal that he is buying. It does not satisfy the householder who has bought a long ton and received a short one to know that the coal is the very best quality Lehigh red ash any more than it satisfies the advertiser to know that the circulation of the magazine in question is of the very best quality. The right to know the exact circulation is one of the unwritten laws of the advertising business.

When it comes to defining circulation, however, there is a just difference of opinion. It is admitted that circulation fluctuates from issue to issue in most periodicals. It is also true that there is a difference between the number of copies printed and the number of copies actually consumed by readers. I believe that the number of copies which actually reach readers, whether paid for or not, constitutes circulation. It seems to me perfectly just to include the copies sold by subscription, the copies sold on the newsstand and the copies distributed free to advertisers and agents.

In order that all circulations shall be on the same comparative basis I think it better that each publication should specify the number in each class. If these figures are given for a period covering twelve months and then the average taken daily, weekly or monthly, according to the nature of the publication, this is as near circulation figures as it is physically possible to come.

In making up a list, however, the shrewd advertiser or the discriminating agent will consider in addition to these figures the character of the publication, the methods of obtaining circulation, the actual net price the publisher receives per copy and that indefinable something called "the hold of the publication upon its readers."

WHAT INTERESTS ARE BEHIND ONE CENT POSTAGE?

NEW YORK, Aug. 22, 1912.

Editor of PRINTERS' INK:

It does not seem to be a matter of any importance to the National One Cent Letter Postage Association whether the Government can afford to carry letters at one cent or not. Apparently this phase of the question has never received any consideration.

If the gentlemen connected with this association will procure one of the reports of the Post-office Department and analyze it, they will discover, if their plan is carried out for the reduction of letter postage to one cent, that the deficit in the Post-office Department will not be far from \$75,000,000 a year instead of a slight profit as at the present time.

Does the country want to face such a deficit as this?

There has been no demand for one cent letter postage except as worked up by the National One Cent Letter Postage Association.

By the way, who pays the expenses of this association? It would appear from a rather elaborate account of its workings as published in a recent issue of *PRINTERS' INK* that it must be in receipt of a liberal income from some source or other.

When there is a popular demand for anything it isn't necessary for an organization to be formed to promote it by means of literature and the presence of its officials at conventions.

M. T. RICHARDSON.

SIEGFRIED ACCESSIONS

The Siegfried Company, New York, has added to its staff Edward H. Acree, who for several years directed the large art and copy department of the Sackett & Wilhelms Lithographing Company, of Brooklyn.

S. C. Croot and John G. Hailer, formerly of the business department of the New York *Herald*, and for years associated with the late H. S. Chandler, the New York advertising agent, have also joined the Siegfried Company.

S. D. Hofheimer, formerly of Frank Seaman Inc., has joined the Washington Advertising Agency, Inc., Washington, D. C.

AMERICANS LEARNING HOW TO GET SOUTH AMERICAN TRADE

MANUFACTURERS OF THE UNITED STATES NOW GET CLOSER TO SOUTH AMERICAN DEMAND—WHY DIRECT REPRESENTATIVES ARE NECESSARY—REASONS FOR SUCCESS OF GERMANS—HOW SOME PROGRESSIVE HOUSES HAVE CAPTURED DEMAND IN CERTAIN COUNTRIES OF SOUTH AMERICA

Special Washington Correspondence.

American manufacturers are gradually winning a worth-while slice of the trade of Central and South America and the West Indies. The chances are that by the time the Panama Canal is opened a much greater proportion of this Latin-American business will be coming our way, for the possibilities incident to traffic via the canal have directed to this trade field the attention of many firms that bothered very little about the matter in the past.

The upward climb is under way. South America is yet selling to us every year nearly twice as much as she is buying from us, but our sales to her are increasing far more rapidly than her sales to us, which is encouraging. Furthermore, the trade which American firms are building up with South American customers is largely in manufactured articles, whereas our purchases from her include heavy items in the way of coffee, sugar, tropical fruits and other food stuffs. This is significant.

A good many people have taken it for granted that because South America is on this side of the Atlantic it is nearer to the United States than to Europe. This has been the basis of many an argument to the effect that we ought to "hog" the South American trade. As a matter of fact shippers in the United States have, even on the basis of an air-line, never had any advantage over their European rivals in sending goods to Buenos Aires and the other choice markets of the lower



The old grouch was dying.

"Are you ready to go?" asked the minister.

"Yes," was the reply.

"Then that makes it unanimous."

The farmer is ready to buy your goods. When you have placed your advertising in Farm & Fireside saying that you are ready to sell him, that makes it unanimous.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

continent. And the European firms have all along had the advantage of the more frequent sailings and satisfactory service generally which may be expected from subsidized ocean steamship lines.

To digress for a moment, it may be added that European business interests are now rapidly losing this advantage and will still further lose out on this score when the canal opens. Or at least there would appear to be no lack of transportation facilities for American firms now shipping to South America. The ships in the trade from New York to South America may not be as large or as fast as some of those sailing to the same destinations from German and British ports, but John Barrett, Director of the Pan-American Union, recently declared to the writer that there are now in service between American ports and Central and South America, direct, sufficient steamers to care for all the freight traffic that exists or is likely to develop within the next few years.

It is all very well for us to talk about the "sister republics of the New World," but that is little more than political romancing. When it comes down to social and trade relations a man on the ground is brought up short by the realization that most of these people are much more closely in sympathy with certain Continental races than they are with either English or Americans. Most of them are the descendants of Spanish and Portuguese and they are Latins not only in blood but in tastes and temperament, with all that implies as to their individual and collective purchases. Parisian standards of dress and life represent the ideals of the well-to-do classes of the most prosperous communities and this dictates a trade trend of which the Yankee traveling salesman may as well be forewarned.

But European competition and the various existent handicaps in the Latin-American field, for all that they are commonly underestimated, have not sufficed to seriously retard the growth of

American trade in this rich field. Many an American manufacturer has received one of the surprises of his life when he discovered that what he had been led to believe was an easy field is in reality a very complicated one, but, buckling down to the trade fight, these men are in most instances giving a most creditable account of themselves. And the manner in which they have gotten "wise" to the game is full of suggestions and inspiration for those who are following in their footsteps.

SALESMEN NEEDED, AS WELL AS CATALOGUES

One lesson which has been learned by the shrewdest of these trade trailers points the wisdom of sending traveling salesmen into the Pan-American field. In the early stages of the trade quest almost everybody sought to get business by the use of catalogues unsupported,—and some houses are to this day attempting to pull trade that way, more the pity. However, a majority of the more successful firms have discovered that whereas catalogues (provided they are printed in the Spanish or Portuguese language) are an excellent adjunct in a selling campaign, they will by no means take the place of personal representation and first-hand demonstration.

The success of American firms in the Latin American field seems, in many instances, to be directly proportionate to their wisdom in the choice of representatives. To make a happy selection of a road representative for this territory or an agency manager presupposes due regard for certain requirements which would have no great weight in a similar sphere in the United States. For one thing the representative must speak Spanish fluently, and it is highly desirable that he possess social gifts of no mean order. This latter is dictated by the Latin American custom of mixing business and pleasure. The Spanish American man of affairs does everything in a much more leisurely manner than his Yankee cousin, and he sets great store by courtesy. The

traveling salesman who impresses at all favorably such a new acquaintance is certain to be invited to call at his home,—mayhap before he is invited to talk business at his office. If he is shrewd he bides his time; and there have been instances where valuable connections have been formed because a naturally impulsive American managed to summon the patience to await the cementing of pleasant social relations ere he so much as mentioned business to his prospect. Good address on the part of the man calling on the trade is as essential in Latin America as in the United States, but that is not all. It must be backed up, for the best results, by a distinct social knack.

In recent years the American travelers have taken a leaf from the book of their German rivals. Nowadays the masters of the craft are traversing Latin American trade routes not only to show samples, but also to collect samples. This is, of course, merely another way of saying that the cleverest American manufactur-

ers are striving to give their Latin American customers what they want in the form they want. They are following the line of least resistance in endeavoring to ascertain the popular demand and to conform to it rather than to force the market to take goods made in accordance with American styles and standards, whether they meet Spanish American fancy or not. It was formerly a gibe in South America that the American salesman came with well-filled sample trunks and was not always successful, whereas the German salesman came with an empty sample case which he took back full of specimens of trade staples which he endeavored to imitate—if possible at a lower price.

RIISING DEMAND FOR QUALITY GOODS

It must not be inferred from the last remark, however, that success in the Latin American field is dependent upon ability to undersell all rivals. Indeed, the contrary has been the experience of many of the American firms

The Kansas City Journal

announces with pleasure the appointment of

THE S. C. BECKWITH SPECIAL AGENCY

as its sole foreign representative.

It is the Publisher's desire to give advertisers and agents the very best service to be obtained and the S. C. Beckwith organization was selected with this idea in mind.

THE JOURNAL COMPANY

Kansas City, Missouri

Where Will You Begin to Advertise ?

NEW ENGLAND

has many advantages. The cities and towns are closely linked together which means a small selling expense. The

Local Daily Newspapers

go to every home and have weight with their readers. The Local Store advertising has been making good so long that dealers will welcome and push an advertised article.

Start in the local dailies first, as they will not only pay their own way, but their readers who from time to time drift to the metropolitan cities will carry the message of your goods there and prepare them for your coming.

"The right way is to begin in the local dailies and work towards the great cities!" so said Dr. J. C. Ayer, of Lowell, Mass., one of America's most successful advertisers.

Try this way and you will go right.

These ten will point the way:

New Bedford Standard
and Mercury

Lynn, Mass., Item

Portland, Me., Express

Meriden, Ct., Record

Burlington, Vt., Free Press

New Haven, Ct., Register

Waterbury, Ct., Republican

Worcester, Mass., Gazette

Springfield, Mass., Union

Salem, Mass., News

which have built up highly profitable trade in recent years. In most of the larger cities in particular there is a quality market that overshadows all else. Indeed, it goes without saying that a public which in Rio pays as high as twenty-five dollars for seats at grand opera and in Buenos Aires buys the most extravagant feminine costumes that can be produced in Paris is in a receptive mood to any quality goods that appeal regardless of the price.

The South American is fond of ornamentation. Until recently the same objection that is made to furniture from the United States was registered against Yankee designs in brass bedsteads—namely, their extreme plainness. Meanwhile certain English manufacturers were trimming their sails to the wind and producing brass bedsteads which had all the desired attributes of the luxurious. For instance, one English firm sent to Argentina a lot of beds ornamented at the foot and head with brass representations of the rising sun, the coat-of-arms of the Argentine Republic. These “went” like the proverbial hot cakes and a profitable trade was established. However, in this particular line the evidence of the Latin American love of the elaborate and the decorative was not lost on the American firms in the field. They have, at least in one or two instances, told their designers to cut loose with frills and flourishes in arranging designs for the Pan-American trade, and the result is that a most satisfactory foothold is being gained.

To pursue still farther the effect of this strongly marked Latin American trait on trade it need only be cited that North American makers of wicker furniture have never been able to make much of a conquest in South America for this same reason—the modesty of the appearance of their goods. It would seem as though if there were any country on the globe where wicker furniture ought to make a hit it would be almost any of the republics in South America, but up to date this line is finding favor slowly because

A REMINDER

The Great Daily of New Haven Connecticut

is the paper with the most news, best edited, best departments, most advertising of all kinds and the

Most Circulation of
any daily in New Haven.

The Evening Register

is worthy to be put first on your list when CONNECTICUT is considered.

JULIUS MATHEWS, Representative.

I Want A Job As Solicitor—

I desire to get into the advertising business, but have had no experience in that line. I have had however seven years' experience in merchandising with one of the largest corporations in the country. My experience has covered buying, adjusting claims and the handling of customers both in a special and general way.

I am a college graduate and accustomed to meeting men. Should prefer soliciting. Propositions only from well established publications will be considered, preferably those east of Pittsburgh.

**H. S. P., Printers' Ink
2 Beacon St. BOSTON**

Any advertiser seeking information about the circulation of THE CHICAGO RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Advertising Man Indicted on the Following Counts:

1. Of knowing dealer co-operative advertising used in conjunction with window displays.
2. Of having a practical knowledge of sales campaigns.
3. Of being versed in the art of the preparation of copy above the mediocre and being familiar with the salient points in mail-order campaigns.
4. Of having a capacity for work and being a keen analyst.
5. Of having been proven to be familiar with the cost of printing, lay-outs of advertisements and booklets.
6. Of exposing himself to a University education, some of which took

The above indictments were brought about by a jury of former employers. The accused pleads extenuating circumstances, lays stress upon being married and the age of 26. He desires to connect with a manufacturer who is hardened enough to overlook the above.

Analyst, Box 6, care Printers' Ink.

the designs are not ornate enough to catch the fancy. And, by the way, it is such fine points as this on the trade situation that the manufacturer can catch only in the event that he either goes over the field himself or sends a competent, confidential representative to do his scouting for him.

This matter of direct representation has in many instances been decisive as between success and failure in the Pan-American field. In the opinion of trade experts the chief reason for most of the failures or partial disappointments which have resulted in certain attempts within recent years to enter the Latin American market is found in the fact that ill-advised manufacturers tackled the problem from the wrong end. They spent time and money investigating tariff schedules, shipping regulations, customs, etc., and entirely overlooked the much more vital point of taking the pulse of local demand, ascertaining the preferences of the buying public, etc. In every instance, probably, a Latin American importer could readily have been found who would take care of all the matters of duty, shipping requirements, etc., if the American manufacturer had only offered him goods that caught his eye, at prices that were equitable. In other words, the problem of the hour is not so much how to make delivery of goods in South America as what models and styles will win popular approval among a people who have pronounced tastes and who value the flattery of a manufacturer's endorsement of such preferences.

ONE REPRESENTATIVE FOR SEVERAL CONCERNS

A number of American manufacturers have discovered that direct representation in South America is not such an expensive proposition as it appears on the surface. Expense has been cut down by the simple expedient of having several producers of non-competing lines combine to put a good man on the road to sell goods on salary and commission. There appear to be no disadvantages whatever to this plan. In-

deed, under certain circumstances it has a positive advantage over that of sending out an exclusive representative. To illustrate, take the case in the West Indies, where numerous small islands are to be visited. A man carrying various lines can devote days to each island and can clean up all the business in sight, whereas the exclusive representative of one manufacturer, with large territory to cover in limited time, is likely to feel that he must push on at top speed even if he does not glean the field any too thoroughly. Representatives on a liberal salary basis, in addition to commissions, have been found to render the best service to the manufacturer. The man on a straight commission basis will devote himself almost wholly to sales promotion, and will give little time to that first-hand investigation, the fruits of which a manufacturer needs more emphatically than he does orders when he is entering this field.

An illuminating object lesson for all manufacturers who are looking longingly to the southward is afforded by the methods which have been followed by American manufacturers of graphophones and talking machines. These houses have catered to local demand with a vengeance. They went to the expense of securing the services of the foremost Spanish American dramatic and operatic artists to make records in the vernacular, and their selling campaigns have been of the fine-tooth comb variety. In some instances representatives have traveled thousands of miles on mule-back in order to introduce the goods. And, by the way, there are a number of somewhat inaccessible markets in South America that are well worth cultivating. American firms are just waking up to the fact that there is a mighty responsive purchasing public in Bogota, the capital of Colombia, which is located 700 miles inland from the shores of the Caribbean, but in this instance we have been a little slow on the trigger, for German and English houses have maintained sample-

THE CITY

to start your campaign in is Portland, Maine

The biggest city in the state—a Summer paradise and a delightful place to live the other three seasons.

THE PAPER

to advertise in is

The Express

A great evening paper read by nearly every one in Portland and suburbs. The EXPRESS is worthy of a fine city like Portland. It leads them all in news, circulation and advertising.

THE RESULTS

will be good or history does not repeat. The local retailer finds the EXPRESS gives the best results and so does the foreign advertiser.

JULIUS MATHEWS, Representative.

Splendid Proposition for Selling Organization

A complete plant for the manufacture of art goods and advertising specialties with special machinery to turn out an exclusive line, managed by a practical man with a thorough knowledge of the printing and allied trade with experienced and trained help, wishes to interest a house with a strong selling organization in a position to handle quantities of goods and sell throughout the United States.

Entirely new line of goods under exclusive patents and copyrights, that will have ready demand and that no other house can make in competition or is putting on the market. Will give the fullest information desired to the right parties.

Address C. C., Box 7, care Printers' Ink.

Every subscriber an interested reader

Not a single person buys

PHYSICAL CULTURE

for any other reason than that he wants the information which it alone can give him. More than 166,000 of purity circulation. No waste—no dead wood.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

Subscribe for the "Man Higher Up"

If you find it hard to interest your prospect or your directors in the gospel of advertising—the gift of a year's subscription to "The Little Schoolmaster" will earn you some good will and probably something more substantial.

\$2.00—52 Issues

Printers' Ink Pub. Co.

12 West 31st Street
New York

rooms in Bogota for some years past.

SHREWD MOVE OF AUTO MANUFACTURERS

One of the shrewdest moves yet made in the Latin American trade campaign must be credited to those American automobile manufacturers who have opened agency supply depots stocked not only with complete cars but also in each instance with a liberal stock of spare parts and with a factory-trained repair man on hand to make repairs for all owners of cars in his territory. Somewhat the same plan is being followed by the International Harvester Company and some other progressive concerns. Everybody will have to come to it if any headway is to be made. Latin America is a long way from American factories and the average resident need not be expected to buy a player-piano, an automobile, a cash register, a motorboat or any other article of every-day use if he is in danger of being obliged to put the mechanism out of commission for two or three months while an order is sent to the States for a duplicate part to replace one lost or damaged.

A move that means much for the cause of American trade in Latin America is found in the project just launched for the establishment of an American bank in Buenos Aires. It is hoped that this is merely the inauguration of a widespread system that will ultimately embrace American banks in all the leading cities of Central and South America. Such facilities would go far toward enabling American manufacturers to overcome one of the most serious obstacles they have encountered in Latin-America—namely, the liberality of German and English credits. American manufacturers have almost completely remedied the laxness in packing goods which once formed a serious indictment against us, but up to date the Yankee demand for cash in advance (payment being demanded in some instances ere goods are shipped from New York) has contrasted most unpleasantly in the Latin

American mind with the German and English policy of allowing the dealer at least six months and maybe a year in which to pay his bills. If American banks in Latin America will relieve our exporters of the credits bugbear they will indeed prove a boon for, in South America, the matter of credits often overbalances all considerations of price and quality and, in short, all other elements of competition.

WHERE PROMPTNESS IS ESSENTIAL

BUFFALO, N. Y., Aug. 10, 1912.

Editor of PRINTERS' INK:

With reference to the item from *System* on page 83 of August 15th PRINTERS' INK, "Spice in Letter Writing," I take issue with the method because it is not practicable in a business where there is a large volume of correspondence.

One of the reasons the mail-order house is successful is that it cuts out the "waste."

If the large mail-order house I am connected with allowed (say nothing of required) its correspondents to make note as they went along it would double the cost of taking care of that work.

In an office where one person can take a bunch of letters, cock his feet up on the desk and while enjoying the fragrance of a good Havana go through five or six letters and leisurely make notes, perhaps it is as good a way to spend the time as any. But when the question of efficiency is up and your business depends on the service you give your customers, the re-reading, etc., etc., is out of the question.

I wonder what this manager who writes letters "that take hold" would do if he should have from 150 to 210 pieces of mail passing over his desk each day?

Apparently it doesn't make any difference to this genial "go-as-you-please" manager whether the letters are answered to-day, to-morrow or a week later. "They are just as fresh," he says, "but I would add: as cold storage eggs."

L. H. HADORFF.

NEW SUNDAY MAGAZINE

H. B. Ridge, for many years connected with the Hearst organization, has been appointed advertising manager of the *Readers' Magazine*, Philadelphia.

This magazine is new and is issued as a part of the Syracuse Sunday *Herald*, the St. Louis *Star*, the Duluth *News-Tribune*, the Washington *Herald*, the Evansville *Courier*, the Pittsburgh *Leader*, the Knoxville *Journal and Tribune*, and the St. Paul Daily *News*.

The Dunlap-Ward Advertising Agency, of Chicago, has opened a branch office in Detroit.

CAUSE and EFFECT

Worcester (Massachusetts) Gazette

Will sell more goods for the cost than any other Worcester paper.

Circulation

plus Quality, plus Confidence in the paper has influence on readers.

The Evening Gazette has all three of these. Largest circulation of any Worcester evening paper. Largest circulation in Worcester, and it gives the best results to advertisers.

JULIUS MATHEWS, Representative.

THE ONE BEST WAY

To reach nearly 2,500 live Canadian Shoe Merchants is through The Shoe and Leather Journal, the recognized authority on shoe merchandising in Canada.

Let us send you a copy of the paper and tell you more about opportunities in the Canadian field.

ACTON PUBLISHING CO. Limited

Head Office - - - Toronto, Can.
Montreal Chicago
Coristine Bldg. 4057 Perry St.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, September 5, 1912

Credit Where Credit Is Due

Do advertising men lack fraternal spirit—in appreciation of the good qualities in the other fellow,—in willingness to give a co-worker credit that is properly due? Sometime ago E. St. Elmo Lewis wrote PRINTERS' INK a letter, in which he raised the point: "Did it ever occur to you as a peculiar thing, how little advertising men refer to one another as authorities on anything? We will get around to it some day when our sense of mutual co-partnership in the work of advertising becomes a real force in our work."

At the time of the receipt of Mr. Lewis' letter, it didn't seem to PRINTERS' INK that this was a particularly crying evil. But with the lapse of a few months we have had case after case called to our attention, which would tend to sustain his argument. For example, Charles D. McGregor got up before the Des Moines Admen's Club the other day and made a speech, beginning: "Recently somebody made this remark anent the old and the new." Then he went on to quote several paragraphs of a very strong article by Frank Finney, in the

July 18th issue of PRINTERS' INK. If Mr. McGregor considered the ideas worth using and if, in fact, he was able to get the text for his entire speech through Mr. Finney's effort, why not give the author credit? It would not have cost Mr. McGregor a cent to have done so; on the contrary it would have given greater interest to the quotation. The explanation probably is that it was purely a matter of thoughtlessness.

Cases like this occur with sufficient frequency to justify calling the matter to general attention. Advertising men ought not to be afraid of advertising one another. A prime factor in PRINTERS' INK's success from the earliest days is that it has never been afraid to name names. If the International Harvester Company is meant, that name is stated, rather than "a prominent manufacturer of agricultural implements." If the *Cosmopolitan Magazine* is referred to, the item has greater interest with value cited than if the phrase "a leading monthly publication" is used.

Once in the early days of PRINTERS' INK, Mr. Rowell was criticised for giving away valuable advertising by following this plan. He replied: "If the article has greater interest for the reader, why should I care if at the same time it benefits someone else?"

The only time when PRINTERS' INK does not distinctly state the source of its information is where the matter is secured on a confidential basis or where the party most concerned is troubled with excessive modesty.

Mr. Lewis goes on to say:

This isn't what I call swiping or plagiarism or anything of that sort. It is nothing nearly so vicious as that, but it is a case, as Garfield once said, of "unconscious absorption." It has always seemed peculiar that advertising men didn't feel free to give credit to anyone for having thought of anything. The day is coming, though, when it will be done. This morning I got a letter from a member of the Association of National Advertising Managers asking my opinion with respect to the matter of enclosing a catalogue that has been asked for through advertising in a trade paper in with a letter, or sending the letter separate, or simply sending the catalogue without

a letter. Probably that same question has been asked of fifty other men. He is going to reinforce his opinion before his employer, with the testimony of a half dozen others.

But if he is going to write an article on the subject, he would probably never mention the other men, not with any vicious intent, but it just doesn't occur to him to do it; yet his article would probably be worth ten times as much as his own personal opinion, if he would buttress his own contention with the testimony of others. I have failed to do this thing myself, and I think it has been a weakness.

It is certainly an encouraging sign of the times that advertisers do not permit their copy men to "knock" competitors to anything like the extent of a few years ago. Also that advertising solicitors are coming more and more to realize that it is not only bad form, but bad business to make statements reflecting unfavorably upon rival publications. It is carrying the fraternal spirit a step further to seize any reasonable opportunity to say a good word for the other fellow and not to evade giving credit where credit is plainly due.

PRINTERS' INK says:

The time to keep quiet is oftener than we sometimes think.

How Many Understand?

A cynic has defined the policy of the house as "that which the president and the biggest customer talk about when they go to lunch together." Unfortunately there is more than a grain of truth in it. In altogether too many concerns the high officials understand perfectly well that "our policy is to protect our dealers," but the rank and file of the men lower down—who actually come in contact with the dealers—do not understand it that way at all.

A salesman for a certain large manufacturer in the jewelry field sold a newspaper a lot of goods to be given as premiums in a circulation campaign. Goods of exactly the same manufacture were on sale in the local jewelry stores, and the jewelers' club protested vigorously to the salesman. The latter at first refused to do anything about it

but later agreed to cancel the order *providing the local jewelers would agree to handle none but his company's goods of that particular kind!*

The jewelers appealed to the president of the company, who promptly sent his personal representative with orders to meet the jewelers' demands at any cost. It was the "policy of the house" to take care of its dealers, but it hadn't penetrated much lower than the head of the concern.

The trouble is that the emphasis is too often put upon the wrong thing: "making sales" instead of "building business." Too often the men at the top have splendid ideas of dealer co-operation, employees' welfare and so on, which go to make up the policy of the house as they understand it, and they really believe that the business is being carried on in accordance with those ideas. But they have never taken the trouble to see that every member of the organization down to the newest filing clerk is thoroughly saturated with them, hence they are indescribably shocked at times to find that the house policy is not being lived up to. Moreover they do not stop to think that the organization is judged by its visible members with whom its customers come into actual contact. Unparalleled altruism on the part of an absent boss will never make up for a rapacious representative who is right on the job.

PRINTERS' INK says:

Few men can really aim accurately with a hammer—they generally get it on the thumb sooner or later.

"As Practical Men"

To those who have in mind the welfare of the advertising business as a whole, it is rather disheartening at times to meet with the remark that "this talk about absolute honesty in advertising is all very well, and very pretty; but as 'practical men' we have got to conform to the custom of the trade or our competitors will walk off with the business." The gentlemen who hold such opin-

ions are earnestly advised to read the article by Edward S. Rogers in last week's PRINTERS' INK with more than usual concentration. It is entitled "The High Cost of Careless Trade-Mark Making," but it has a good deal broader application than the title indicates. The possibility that the exaggerating advertisement, uttered today and promptly forgotten, may rise to confound its author ten years hence is clearly demonstrated in Mr. Roger's article.

Few advertisers, aside from those in purely retail lines, may not at some time find themselves obliged to prosecute an unfair competition suit in order to protect their market. And for the man with an equity case on his hands, the existence of a few disingenuous advertisements about the goods involved in the suit is a very embarrassing circumstance. The court will deny him relief if it be shown that he did not "come into equity with clean hands."

It only goes to show how frequently the thing we think is academic, if not actually visionary, turns out to be a very practical and substantial thing *with teeth*. It doesn't look very serious to say that our ten dollar suits are all wool when they are half cotton, but it wouldn't be a joke a dozen years hence to have a pirating competitor throw that statement in our teeth and thereby win the legal right to steal our trademark, and as much of our market as he could lay his hands on. The mills of the gods grind slowly, but they grind very small indeed, and the man who will not be honest because it is right is quite apt to run into some thoroughly "practical" reason for wishing that he had.

PRINTERS' INK says:

It is safer to throw bouquets at yourself than mud at your competitor.

**A British
"Best Ad"
List**

Self-praise is always subject to a high rate of discount, and it is always difficult to keep one's

balance while in the attitude of patting oneself on the back. For an American advertising journal to print an article dwelling upon the superiority of American advertising over that of another nation would be open to the suspicion of prejudice, to say the least. When the other nation voluntarily does that very thing, however, there is room for no such suspicion, and we may be allowed a little legitimate "pointing with pride."

The Advertising World of London, England, prints in its August issue an article four pages long, entitled "Some More American Magazine Advertising." The bold-face sub-title to the article reads as follows: "There can be no doubt that in the matter of utilizing magazine space to the best advantage the American advertiser has no equal. The displays reproduced herewith are characteristic alike in their attractive appearance and sound salesmanship."

The particular displays the Briton picked out as "characteristic alike in their attractive appearance and sound salesmanship" and used for reproduction were as follows:

National Biscuit Company (one of the "famous sweethearts" series), Genesee Pure Food Company, (Jell-O ad entitled "The Man of It"), Shredded Wheat Company (Back to Nature's Food), Quaker Oats Company (Puffed Wheat and Rice ad "What the Millions Are Doing"), Procter & Gamble Company (Crisco ad showing packages in various sizes and arguing from economy), Herbert D. Shivers (Cigar ad "Why They Keep on Buying"), The Welch Grape Juice Company (single column, flat page, giving recipes), American Multigraph Sales Company ("Yes, It's Real Printing the Multigraph Does"), The Inter-State Automobile Company ("Measure Motor Car Efficiency by This Standard"), American Electrical Heater Company ("How Can You Know Which Electric Iron to Buy"), and Lyon's Tooth Powder ("The Girl Who Doesn't Smile").

"EDISON"

is on every genuine

DICTATING MACHINE

manufactured at the inventor's works
under his personal direction

Caution!

Mr. Edison's well known position as inventor and perfecter of the original dictating machine, and the confusion of similar trade names for other machines, have led purchasers to believe that they were ordering the Edison product without specifying "Edison." To be certain you are receiving the article you intend—

**Specify the
Edison
Dictating Machine**

Thomas A. Edison,
INCORPORATED

211 Lakeside Ave., Orange, N. J.
25 Clerkenwell Road, London, E. C.



Fireproof Steel Design

IDENTITY COUPON

Thomas A. Edison, Inc.
211 Lakeside Ave., Orange, N. J.

Please send me the "Guide for
Prospective Purchasers of Dictating
Machines," describing the Edison
improvements.

Name

Address

Firm Name

NOTE—If you do not know the name of the
Edison dealer in your locality we will
gladly supply it.

CHANGING THE PHYSICAL APPEARANCE OF COPY

DISADVANTAGES OF RUNNING SERIES OF ADS THAT TOO CLOSELY RESEMBLE ONE ANOTHER — WORKING FROM THE IDEA INSTEAD OF FROM THE LAYOUT

By Charles H. Willard.

"Another principle we follow in advertising," said President Green, of the National Biscuit Company, some time ago to PRINTERS' INK, "is frequent change of methods. I don't understand why many successful advertisers cling to the same size space, the same style of announcement, the same medium year after year. Every twelve months we alter the style and size of our advertisements."

Why?

Mr. Green did not say. He considered it obvious.

But, really, it is not at all obvious to everybody. In fact, there is a striking difference of opinion and practice among advertisers and agents.

It all has to come back, does it not, to the theory of what an advertisement does or can do?

A manufacturer decides to advertise. He engages an agent and after some preliminaries they come to the question of copy.

"All right," says the agent. "We'll get up a series of twelve ads of such and such a size to run in such and such mediums."

And so the ads are prepared, twelve of the same size. The copy-writer who lays them out, if it is done in the agency, will make them as much like one another as it is possible to make them. They will have the same or similar borders. The pictures will look very much alike. The same type will run through all. And the trade-mark and package, if there is a package, will figure in evidence.

So much is settled, is practically immutable in most advertising houses and most agencies.

The procedure has the weight of authority and tradition behind it. All of the likenesses bind the

series of ads together, it is said; and give them continuity. They identify the series and by making them recognizable obtain a cumulative effect.

There is also, of course, the text; that must not be left out. But that is not so difficult to manage. There are half a dozen or more descriptive phrases that have got to appear. That takes up half the space or so. Only a hundred words more or so to fill. Not much room for getting up speed. Never mind—nobody wants argument; it's the selling suggestion that counts.

And so it goes. That is the way most ads are built, a little exaggerated, perhaps, but approximately the fact.

It is not exactly criminal. Some of our biggest national advertisers believe in the theory of identification—same space, same appearance, same type, almost the same wording, day after day, week in, week out, years end on end.

Their ads are easy to see; anybody can pick them out; everybody gets to know them.

But do they continue to be read understandingly? Do readers continue to react to them? Do they evoke continued response?

The situation, remember, is different with the department store advertising, which from its relative changelessness seems to lend color, to the common view. Identification then becomes a necessity—the store name and marks are sought by the reader and should be an *index*. So department store ad copy is not a criterion for manufacturers to follow.

The people who hold a second theory, and President Green seems to be among them, do not believe that they do get a response to their possible capacity. These other people, the small minority, hold that such ads as these are an old story to most readers, hold no interest for them and are instinctively avoided by the sophisticated eye. Many jokes are interesting, they say, but people do not read the same joke over and over again. The best of comic pictures get dull after a

time. Even an "old master" would lose its appeal as an attractive force if seen day after day. Most people forget there is a sky, and have no interest in the details of the familiar scene.

But change a single important detail in the familiar scene and the eye catches it; let the sky be overcast or the sun beat pitilessly down, the comic picture be given a transformation or the joke retold with new names, and we at once stop to see about it.

Interest in new things is not so keen, unless the new things are particularly attractive. It is keener than it is in old things, but not so keen as in a change of familiar things.

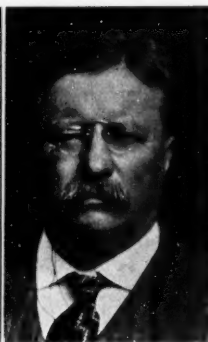
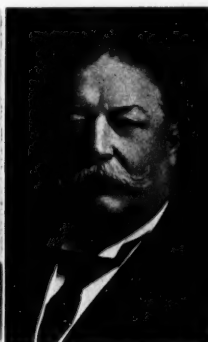
Apply this to the ad. The task is first to get it familiar, and then make an occasional shift to the unfamiliar.

And this is true, both of the layout and the literary content. The line of least mental resistance is the line from the known to the unknown, from the familiar to the unfamiliar.

But the difference between the

two camps of advertising men is much deeper than this. It might be said for purposes of suggestiveness, though it is not literally true, that the first class of advertisers and copy-writers referred to work from the *detail* to the *idea*, while the other class start with the idea and let the details take care of themselves. As a matter of absolute accuracy, it must be admitted that the first class generally has a notion of what thought it is going to develop, even when it starts with a certain space and certain stated elements, and the other class must necessarily make use of the same material.

But the difference nevertheless is as deep as the sea. The advertisements, particularly the newspaper advertisements of one of the largest national advertisers, are to a very large extent built upon "news" features. When it is not news it is information or vital suggestion. These are received in all sorts of ways, from salesmen, from correspondents, and from sheer inspiration. The



CAMPAIGN PICTURES FOR PREMIUMS

The above illustrations are the favorite pictures of the three candidates. Our photogravure reproductions of them on heavy paper have made a hit. Sizes and prices as follows:

	10,000 lots	5,000 lots	1,000 Lots	Post Cards
21x16	\$25.00 per M	\$37.50 per M	\$50.00 per M	\$4.00 per M
8x11	7.50 per M	12.00 per M	15.00 per M	

We can make immediate delivery. No sample copies mailed to anyone except reliable rated interested houses. We will, however, mail single copies and small quantities at twenty-five cents each for larger ones and ten cents each for small size.

THE HARTLEY COMPANY

Color and Black and White Engravers—Photogravure Printers

129-135 LAFAYETTE STREET

NEW YORK CITY

DON'T

Ask Printers' Ink for

MAILING LISTS

That's Our Business

Ask for our "Silent Salesman" No. 54, which contains over 2,000 classified Mailing Lists, giving the number in each and the price.

108	Aeroplane Mfrs.	\$2.50
107	Aviation Supply Dirs.	2.50
59	Aviation Motor Mfrs.	2.00
41	Aviation Propeller Mfrs.	1.50
146	Addressing Companies.	2.00
12,000	Advertisers, General	25.00
498	Mfrs. & Jobbers Advertising Novelties	3.00
1,700	Agents, Advertising	6.00
50,000	Agents & Canvassers, per M.	4.00
1,273	Agents, R. R. Purchasing	5.00
1,139	Agents, Street R. R. Purchasing	5.00
1,210	Agricultural Implement Mfrs.	5.00
290	Aluminum & Aluminum Goods Mfrs.	3.00
733	Amusement Parks	5.00
490	Animal & Bird Dealers	3.00
7,518	Architects, per M.	2.50
2,000	Architects, Selected, the most prominent	6.00
9,650	Art Stores & Picture Dealers	20.00
6,780	Asylums, Institutions, Hospitals, Sanitariums & Dispensaries	15.00
77	Automobile Axle Mfrs.	1.50
218	Automobile Bodies, Wood and Metal	2.00
556	Auto Mfrs., strictly	3.00
6,337	Auto Garages	15.00
11,610	Auto Dealers & Agents	20.00
4,525	Auto Repairs	15.00
2,749	Auto Supplies	15.00
197	Auto Supply, Whol.	2.00
63	Auto Jobbers	1.00
87	Auto Lamp Mfrs.	1.50
472,000	Auto Owners, per M.	2.00
123	Auto Tire Mfrs.	1.50
119	Auto Tire Vulcanizing Companies	2.00
841	Awning & Tent Mfrs.	4.00
24,889	Banks, Bankers, Trust Companies, per M.	2.00
237	Banner & Flag Mfrs.	2.50
46,500	Barbers, per M.	2.00
1,662	Bazaars, Fairs, Racket Stores	5.00
1,976	Five & Ten Cent Stores	5.00
123	Five & Ten Cent Stores Buying Headquarters	1.50
6,913	Five & Ten Cent Theatres	20.00
12,030	Foundries & Mch. Shops, per M.	2.50
169	Wireless Telegraph Stas.	2.50
2,500,000	Farmers, per M.	2.50
250,000	Lady Mail Order Buyers, per M.	2.50

The above is only a partial list of lists which we furnish. They are neatly typewritten and show the financial rating in Dollars of each concern. Ask for complete price-list.

Trade Circular Addressing Co.
162 West Adams Street. Chicago
Established 1880

advertising manager develops the idea or feature to a certain point, and then hands it over to his assistant with instructions as to pictures, etc. The assistant elaborates it and then comes back with the copy and pictures. The manager runs through the copy and then for the first time, if he passes it, he is ready to consider layout and space. "That is worth a page, or perhaps only a half-page or a quarter-page," he says, and then only follow the details.

In short, the ad grows out of the mental experience of the manager and is the reflection of his thought and feeling, instead of being a piece of intellectual joinery or jugglery.

The layout does not become a sort of Procrustean bed to fit which all items must be sawed off, or stretched out. It is organic, and not mechanical.

Is not this type of ad the one which most represents the modern advertising thought?

VEON AND WARREN TAKE ST. LOUIS PAPER

Fred C. Veon and Frederic B. Warren took charge of the St. Louis *Star* on September 1. Mr. Veon is the business manager and Mr. Warren has editorial charge of the property. These two appointments were made by Nathan Frank, owner of the *Star*. Mr. Veon is well known in the advertising world, having been connected with Hearst papers in four cities, as well as advertising manager of other newspapers in Detroit and St. Louis. Mr. Warren has figured in a number of the editorial organizations of the country, some of his connections in recent years being the Philadelphia *North American*, the *Inquirer* and the *New York Mail*.

ASH OPENS AN AGENCY

Theodore E. Ash, who is widely known in the magazine field of New York City through his connection with the *American* and the Munsey publications, opened his own advertising agency in Philadelphia last week in the Bulletin Building, City Hall Square.

Previous to entering the magazine field, Mr. Ash was in newspaper work for seven years, and for seven years with advertising agencies.

W. J. Hunsaker has become sole proprietor of the Saginaw *Courier-Herald*, having recently purchased from Governor Osborn his interest in that paper.

CASTING UP LETTER-COST

Since letters reach the mark one at a time, let us consider the cost of a single letter. It may be analyzed roughly as follows:

Stamp, two cents.

Paper and envelope, half a cent.

Suppose you double the cost of the stationery, you increase the total cost but a very small percentage. As long as it costs two cents to send under seal either the best letter ever written or an empty envelope, just so long will it pay to make that stamp earn its cost by making the enclosure as nearly perfect as human ability can effect.

There's another thing. If you didn't send the letter, you or somebody else would have to go in person. You certainly can't get a salesman of any ability for less than \$1500 a year, his expenses will easily average \$5 a day, making a total of \$10. He will do well to obtain twenty satisfactory interviews day in and day out: ten would be more likely.

There's a cost of fifty cents to a dollar per visit, as compared with the few cents spent on a letter. If he hands his customer a cigar to help things along, there goes the cost of a dozen steel engraved letter-heads.

Gentlemen, let's quit kidding ourselves and face the facts. It pays to put your best foot foremost, but it only pays those who do it.—"Pulling Power," Falconer Company, Baltimore.

REFORMATION BY POSTER

A campaign has been started by Wilbur Glenn Voliva, overseer at Zion City, against the employees of the Cook Electrical plant, whose disobedience of Voliva's anti-tobacco poster mandates has long rankled the overseer.

He issued a sizzling poster pronouncement, printed in red ink, and placed it where all might see. It aims to make the people of Zion City refuse to harbor the electrical workers in their residences.

"I warn the miserable traitors to God and Zion," it says in bright carmine, "those who rent their houses to tools of the devil, that every dollar that you receive will become a cancer, eating away your very vitals."—*Chicago Tribune*.

Mr. A. P. Poposkey, until recently with the H. E. Lesan Advertising Agency, has been appointed advertising manager of the Detmer Woolen Company of New York City. Mr. Poposkey, previous to his association with the Lesan Agency, was with the Wisconsin Telephone Company, the Pabst Brewing Company and also with the Magazine & Book Company, of New York City.

Dr. John Jay Taylor, of Philadelphia, founder and editor of the *Medical Council* died at Ocean City, N. J., on August 1. Dr. Taylor, who was 59 years old, is succeeded as editor of the *Council* by Dr. Thomas S. Blair. Dr. Blair has been an editorial writer upon the *Council* for years.

ON THE
PACIFIC
COAST

IT'S

COOPER

When you plan an advertising campaign for the Pacific Coast

DO NOT EXPERIMENT

Tell your story the right way. Place your copy where it will bring the greatest results

COOPER KNOWS

The class of people in every section—their mode of living—the periods when they have the most spending money—when they are in a receptive mood—what publications they read and what mediums bring the most profitable results.

The Pacific Coast is the fastest growing section of the United States. Here is an empire in the making—here history is being made—here is a big hearted, broad minded people who do not know the pinch of poverty. The Advertiser article plays an important part in their lives—what they shall eat—what they shall wear—what they shall enjoy and what shall become a part of their home.

Are you telling them in the proper manner—in the proper mediums about your product?

The most successful advertising campaigns to-day are those that cover zones or districts.

If salesmen and distribution are not in a zone when your advertising appears, your appropriation has been more than wasted! It has purchased disappointments. You have paid out money to have a prospective purchaser decide to use your competitor's goods.

Let Cooper show you how to reach the people on the Pacific Coast.

In the new, economical way.

COOPER
ADVERTISING CO.
SAN FRANCISCO

The Little Schoolmaster's Classroom

An advertiser of "date signs," which seem to be something more than calendars, tells the Schoolmaster his troubles. The date sign appears to be a handsome aluminum affair bearing the advertiser's name and address, and a word or two about his business. The date pads can be renewed from time to time; the idea is to have the sign remain where the advertiser places it. The advertiser says he cannot afford to use salesmen, that he is obliged to work through stationers, that he gets lists of names through them, solicits the names, and where interest is shown has the stationer call and try for an order on which he earns a commission, if successful. Out of about ten thousand names thus solicited, only five orders were secured. The advertiser thinks that something must be wrong, and the Schoolmaster agrees.

A close examination of the sales letters and accompanying literature seems to show that the prospective buyer does not see a sample of the date sign unless, in response to the second letter of the series, he asks that a sample be shown or given some similar evidence of interest. This is expecting a great deal of him. The sample is probably several times as impressive as any description of it can be, and many who would be influenced favorably if they handled the sample undoubtedly throw the literature in the wastebasket. While the samples are too expensive to be handled carelessly, a strong effort should be made in the first letter to get a sample into the hands of the prospective customer without imposing any obligation except that the prospective will consider the matter and hold the sample subject to orders. It might even pay to experiment with a few hundred names, sending the sample at the outset and letting the letter refer

to the fact that the name of the prospective had been given by Mr. Blank, the local stationer. Possibly by such experimenting the advertiser might find that the extra orders secured would pay him to send out hundreds of samples that he would never get back.

* * *

Said the Schoolmaster, in a pleasant chat with Mr. W. H. Duff, of Duff's Molasses fame:

"I remember long ago reading the opinion of a leading advertising agency man as to the possibilities for an advertised molasses and so I have watched with much interest your campaigns for Duff's Molasses. Were the earlier ones successful?"

"No, they were not," said Mr. Duff.

"What was wrong?"

"I won't go into full detail but I can say that we started out when we weren't ready, and we started on a wrong basis. The margin of profit on canned molasses makes it a complex problem to find ways and means."

"You later tried a street car campaign didn't you?"

"Yes, we experimented for about four years trying out in all some fifteen different markets. At the end of that time we gave up, believing that Duff's Molasses with its narrow margin of profit could not stand an advertising appropriation that was adequate. But looking back, I think we had the wrong basis; and taking what seems the right basis, we were successful in that advertising and didn't know it. To explain: we have four brands of canned molasses, and advertised only our best one. We considered only the sales of our best grade of Duff's Molasses in connection with the outlay for advertising. Whereas, we think to-day that the logical basis is to advertise Duff's Molasses by taxing each of the four brands so much per case to arrive

at the appropriation and in analyzing results to consider *the benefit to all of our brands and not to one alone*. To-day that seems to us the true basis of consideration, and it's on this one that we expect to begin anew.

"Street cars permitted us, of course, to deal with local situations. Every market that we entered was picked for a special reason. One was chosen because the jobbers were unsympathetic and were giving private brands a vigorous preference. Another mar-

ket was selected because traditionally it was wedded to bulk goods, and the advertising would have a fair test and show the progress canned molasses might make against tradition. Then another market was picked out because the first canned molasses introduced there was a low grade which had taken a firm hold, and yet we were sure with the general character of the population and business that consumers wanted a better grade of molasses if they could get it.

Advertising in Canada? We'll Save You 1½c. Per Sq. In. On Your Plates

Sending advertising plates to Canada costs you 1½c per square inch for duty. **This can be avoided**,—by ordering your electros, stereotypes and mats from us.

We produce work of the highest printing quality in our splendidly equipped Montreal plant.

We ship, if desired, to any part of Canada, on the shortest notice,—eliminating the annoyance and delay you are bound to experience in getting cuts through the Customs, guaranteeing the work and its delivery.

Write Us.

Rapid Electrotypes Co. of Canada
MONTREAL, CANADA

1847 ROGERS BROS.

"Silver Plate that Wears"

The famous trade mark 1847 ROGERS BROS. guarantees the *heaviest* triple plate.



VINTAGE
PATTERN



Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.

NEW YORK
CHICAGO
SAN FRANCISCO





GOOD ADVERTISING COPY

MAKES ITS APPEAL
TO INTELLIGENCE.

The people and the families of intelligence and education in Pittsburgh and its surrounding territory read

THE PITTSBURGH POST THE PITTSBURGH SUN

Emil M. Scholz, General Manager.
CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. CHICAGO.

"It's the Fashion that Sells the Fabric"

Dry Goods

Max Jägerhuber, Founder and President
Established 1900

Rates and discounts to advertising
agents upon application.

Dry Goods Publishing Co., Inc.

116-120 West 32nd Street, New York
New York Corporation with a paid up capital of \$100,000.00.

MR. PUBLISHER—If you can use the services of a high grade special Eastern advertising representative with established headquarters in New York City and will advise me—I shall be pleased to submit a proposition on salary or commission basis which cannot fail to interest you. **Special Representative, P. O. Box 504 Madison Square, New York.**

"It's the Fashion that Sells the Fabric"

Dry Goods

Max Jägerhuber, Founder and President
Established 1900

Rates and discounts to advertising
agents upon application.

Dry Goods Publishing Co., Inc.

116-120 West 32nd Street, New York
New York Corporation with a paid up capital of \$100,000.00.

"And another thought in the matter: isn't the ideal opportunity the one where the manufacturer has a number of lines under the one name? The advertising depends upon a co-operative proposition. In advertising that way each one of the different articles can bear its proportionate part of the appropriation whereas a single article perhaps couldn't stand the burden.

"It seems certain that many manufacturers start advertising before they should. In many ways they are unprepared. I am sure of that, and know it was the case with us. You must have at hand the information to readily and accurately analyze your distribution and cost in every particular. The manufacturer without a data department which has already done analyzing and is prepared to do more can hardly know whether he can start advertising, and if he does he can't know his progress."

* * *

"Fitted with silk lining" wrote the advertiser. "What kind of silk?" said the reader. That's the woman of it, of course; a man would not bother to go into such details, but a woman will almost every time, and it's well to remember that in writing your descriptions.

* * *

"What do you think of this catalogue?" says a woman reader of the Classroom. "Instead of giving the usual names of the plants, this nurseryman gives 'Lilium auratum,' 'L. speciosum roseum,' and the like. I don't know what varieties those names stand for, and I won't bother to look the matter up."

And then she pointed out that the advertiser had a price-list in which there were various lines such as "25 Asters—\$1.75," but over the column of prices was the word "Each" thus leaving the reader a little in doubt as to whether the sets were \$1.75 each or the plants were \$1.75 each.

All of which goes to show that he who prepares literature that is expected to induce people to part with their cash cannot be too

care
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careful to have everything so plain that it cannot be misunderstood.

* * *

"Are you sure this size is about right?" asked the customer in the haberdashery.

"Yes," said the salesman, "I looked at your foot, and this is just right." And then without repeating the well-worn "Anything else?" or "Was there something else?" he said "Don't you need a new pair of garters to go with these?" Sure enough. The customer remembered that he really did need the garters but had forgotten. Again the specific argument scored where the general one would have failed.

* * *

So much depends on looking at things from the correct point of view. You who live in an apartment or on a crowded street may not care for the phonograph, but did you ever get out in the country somewhere away off from pianos and orchestras and then see what an entertaining thing the phonograph and a good assortment of records can be? An advertising man spending a week end out in the country recently says he can understand now how Babson made such a success selling talking machines in the rural districts, and how it is possible for the city dealers to make hay during the summer by selling the instruments for out-of-town use.

The Kansas City *Journal* has appointed the S. C. Beckwith Agency its foreign representative.

"TRY IT OUT" IN AURORA, ILL.

BECAUSE—The Aurora Beacon-News is the only daily in a community of over 80,000.

BECAUSE—It goes into 95% of all the homes in Aurora, Ill., and into 80% of all the homes in the surrounding suburban territory.

BECAUSE—This is an average community and will cost only .023 per inch per 1,000 of circulation or .0041 per 1,000 of population to cover completely.

Get our Dope Sheet and data about the paper and its field.

Beacon-News, Aurora, Ill.

A Bond Man Said of Janesville, Wisconsin

"It's the best city for my business in the State." Now what he said indicates the wealth of the community and wealth means good business.

The Janesville Daily Gazette goes into over 6000 homes in this rich field and its subscribers have been educated to the reading of advertising. "The Gazette" entirely covers its territory, so there is only one advertising cost necessary. Ask.

M. C. WATSON, Eastern Representative
Flatiron Building, New York, N. Y.

A. W. ALLEN, Western Representative
1002 Tribune Building, Chicago, Ill.

THE JANESVILLE DAILY GAZETTE

"It's the Fashion that Sells the Fabric"

Dry Goods

Max Jägerhuber, Founder and President
Established 1900

Rates and discounts to advertising
agents upon application.

Dry Goods Publishing Co., Inc.

116-120 West 32nd Street, New York

New York Corporation with a paid up capital of \$100,000.00.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **128,384**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

"It's the Fashion that Sells the Fabric"

Dry Goods

Max Jägerhuber, Founder and President
Established 1900

Rates and discounts to advertising
agents upon application.

Dry Goods Publishing Co., Inc.

116-120 West 32nd Street, New York

New York Corporation with a paid up capital of \$100,000.00.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

Addressograph plant, like new. Addressographs, Graphotypes, 4-line Frames, Cabinets. Sacrifice. WAGNER, 520 Spruce Street, Scranton, Pa.

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD. WRITERS

BIG ADVERTISER!

Why Not Save
\$10,000 a Year

in commissions and have the exclusive services of a Captain among Copy Writers?

**ADVERTISING POWER
RESIDES ONLY IN
POWERFUL COPY**

My service includes Space-buying and placing by one of the Big Advertising Agencies. Write for particulars to **AD-ORATOR, Box 161, care of Printers' Ink.**

I WRITE advertising literature and turnish layout—ready for magazine or printer. Piece work only. 12 years' experience. **WONFER, 31 Clinton Street, Newark, N. J.**

FOR SALE

Brown & Carver 36 inch paper cutter in A1 condition. \$175.00 cash will take it. Box 165, care of Printers' Ink.

HELP WANTED

EXPERIENCED advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. Exporters' Review, 80 Broad St., N. Y.

WANTED—By a large Department Store in South America, a young man, Spanish or South American, to take charge of Advertising Department. Must be thoroughly conversant with Spanish language and have experience in Newspaper advertising. Box 164, Printers' Ink.

A PRINTING SALESMAN—High class man and good estimator on quality catalogs; salary, or salary and commission, as preferred. If you have made a success write us giving particulars. **GRIFFITH-STILLINGS PRESS, Catalog Specialists, Boston, Mass.**

SALESMAN

To solicit advertising for the Detroit Street cars. A man with experience and references. A man capable of earning a good salary. Position permanent on a salary and commission basis. **MICHIGAN STREET CAR ADV. CO., 83 Fort St., West, Detroit, Mich.**

CORRESPONDENT wanted in advertising department of a large concern catering to architects, who can create a position for himself, which does not at present exist, through the value of his own work. Write a long letter in confidence, giving details of education, business experience, past positions held, age, references and salary desired. Send photograph if possible. "RESULTS," Box 158, care Printers' Ink.

MEN WANTED for Greater New York and other open territories throughout the United States to secure subscriptions from cigar and stationery stores and manufacturers for the only real independent tobacco trade paper in the country; unusual opportunity for live men; state former experience and references. Address **THE RETAIL TOBACCONIST, 1931 Broadway, New York.**

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

POSITIONS WANTED

A. D. WRITER desires situation with agency, department store, manufacturer or publication. Three years' experience as newspaper ad. writer solicitor, prefer smaller cities, start moderate salary. Box 159, care Printers' Ink.

I can say it as though I meant it.

If your advertising department has a place for a young man who can do that, write Box 168, care of Printers' Ink.

COMMERCIAL designer, 26, fair experience engraving, printing, advertising, selling, now employed. Desires opportunity Boston house, advertising department, house organ, or where ability to draw, write, think and work brings advancement. Box 162, care Printers' Ink.

OPPORTUNITY WANTED. Young advertising man desires position with agency or manufacturer. (24) Progressive. Not afraid of work. Experienced stenographer and correspondent. I.C.S. man. City preferred. Interview requested. "E. B.," Box 170, care Printers' Ink.

PURCHASING AGENT

Careful buyer, especially well posted on printed matter, and tactful, energetic manager. Over 12 years with one concern in various positions of responsibility; executive ability and good correspondent. Ideal assistant for busy man. Salary expected, \$2,600. Address, **EFFICIENCY**, Box 163, care of Printers' Ink.

PHILADELPHIA

Man of 25 seeks advertising position in that city. 4 years stenographer; 1 year partner to printer; 2 years writer for agency; 6 months advertising manager for manufacturer. Can you use me? **J. W. SMITH**, 5538 Chancellor Street, Philadelphia.

ADVERTISING MAN

with thorough experience in general wholesale and mail order copy writing, campaign planning and dealer co-operative work, requests an opportunity to present his qualifications to some concern desirous of engaging such a man. Has legitimate reasons for wanting to change position. Present salary \$3,300.00. Complete information upon request. Box 167, care Printers' Ink.

I NEED THE SALARY
YOU PAY,

that's honest. **YOU NEED MY SERVICES**, that's for me to prove. I write strong copy and pulling form letters. Let me prove it. If you can't pay \$25 weekly for a starter, don't write. Let me show what I can do. Address, **FUTURE**, Box 166, care Printers' Ink.

THREE YEARS' EXPERIENCE
AS COPY WRITER

for large company advertising nationally—ability to plan as well as to write—initiative, energy and thoroughness—are what I have to offer a national advertiser or high class agency seeking a trained young man of sufficient capacity for growth into a position of highest responsibility. Age 25, married. Will start at \$1,500. For details address Box 160, care of Printers' Ink.

I'm Looking for a Job

Here's a description of me before you see me. Man. 33 years old. Only five feet one tall. Not good looking. Can talk when necessary but rather listen. Write shorthand, run typewriter and have kept books for Advertising Agency and handled all the money. Never mislaid a cent. Don't know how to work by the whistle. Don't drink or smoke. Got a big family for a little man. Know about Advertising Rates, Discounts, Agency Commissions, Payments and other things. Got a job now but want a better one where I can grow. Wouldn't change for less pay than I'm getting. Can't call except by advance appointment. Ask me to soon. Address, Box 157, care of Printers' Ink.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — *Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS**, 60 Murray St., N.Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

Printers'
InkA Journal
for Advertisers

¶ If you are getting more than \$2 a year in value out of **PRINTERS' INK**, you can square accounts with us by recommending some of your friends to subscribe.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,238 daily. A. A. A. ex. regularly.

CALIFORNIA

San Diego *Union*. Sworn circulation, June, 1912, Daily, 10,837; Sunday only, 14,624.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909 7,709; 1910, 7,893; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,104 daily, 2c.; Sunday, 15,108, 5c.

Norwalk, *Evening Hour*. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,518; Sunday, 7,559.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 84,184 (C). Carrier delivery.

ILLINOIS

Chicago *Examiner*, average 1911, Sunday 841,623, Daily 218,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 16,094; May average, 16,705.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.

Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average July, 1912, 12,743. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 35,381. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,679—35% larger than any other Iowa paper.

Supreme in want ad held. *Washington, Eve. Journal*. Only daily in county. 1,986 subscribers. All good people.

Waterloo, *Evening Courier*, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,986.

LOUISIANA

New Orleans, *Item*, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A. A. A. examination.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 13,015.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For July, 1912, 77,787.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 247,963 lines

2,327,821 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest July of the Boston Post. Circulation averages: *Daily Post*, 411,131, gain of 87,963 copies per day over July, 1911. *Sunday Post*, 323,786, gain of 38,120 copies per Sunday over July, 1911.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 3,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,639; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,313. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,337.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for July, 1912, evening only, 81,043. Average Sunday circulation for July, 1912, 84,935.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,536. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, by Printers' Ink Publishing Company 109,315.

MISSOURI

Lamar, *Democrat*, weekly. Average, 1911, 3,511.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 133,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*, 10,415 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 1c-'07, 20,370; '08, 21,326; '09, 19,062; '10, 19,238; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,351. It's the leading paper.

The Brooklyn *Standard Union*. Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Evening*, evening, 33,551. Buffalo, *Evening News*. Daily average 1911, 24,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,995. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecety. Actual Average for 1911, 20,517. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1911, 2,638.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 98,139; Sunday, 125,191. For July, 1912, 110,362 daily; Sunday, 132,015.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 22,113 average, July, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 88,563; the Sunday *Press*, 174,378.

Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 15,949. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 16,401 net. sworn. A. A. A. examination.

Williamsport, *News*, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,527. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1911, 4,406.

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,087 (©). Sunday, 35,558 (©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,329.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. July, 1912, average, daily, 19,640; Sunday, 20,466.

VERMONT

Barnes, Times, daily. Only paper in city. Av. 1911, 5,766. Examined by A.A.A.
Burlington, Free Press. Examined by A.A.A. 8,968 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.) Aver. July, 1912, 8,346. *The Register* (morn.), av. July, '12, 3,088.

WASHINGTON

Tacoma, Ledger. Average year 1911, daily, 19,001. Sunday, 27,285.
Tacoma, News. Average for year 1911, 19,310.

WISCONSIN

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Fond Du Lac, Daily Commonwealth. Average year 1911, 8,971. Established over 40 years ago.

Janesville, Gazette. Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Racine (Wis.) Journal-News. Average June, 1912, circulation, 6,930.

MANITOBA, CAN.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1911, 22,028. Rates 50c in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada.

SASKATCHEWAN, CANADA

Regina, The Leader. Aver. May, 1912, 11,688. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.
NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,898 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION *THE Minneapolis Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,657 lines. The number of individual advertisements published was 26,673.
Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Holme Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Taylor Fitchfield Co.

D.L.Taylor

President and General Manager

*Leading Advertising
and
Merchandising Agents
of America*

NEW YORK CHICAGO DETROIT

"Advertising Manager in Canada"

For more than one hundred internationally known advertisers—the Gibbons' Organization is "Advertising Manager in Canada."

And more often than not, our organization is consulting sales manager and consulting factory engineer too.

The reason for it is this:

That over a period of years the organization has accumulated a great wealth of knowledge about and has had a vast experience with advertising and merchandising conditions in Canada.

This experience and knowledge is at the service of any house that is in a position to appoint the Gibbons' Organization its "Advertising Manager in Canada."

If, after being satisfied about the claimed strength of this organization, you are willing to use it—write us:

J. J. GIBBONS Limited CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

MONTREAL

TORONTO

WINNIPEG

CANADA

Cable Address: "Gibjay," Toronto Code: A.B.C., 5th Edition

Partial List of Clients

Force
Vinolia
Sanitaris
Comfort Lye
Fry's Cocoa
Regal Shoes
Regal Lager
M. L. Pelais
Acme Fences
Convado Port
Comfort Soap
Packard Cars
Sunlight Soap
Adenac Water
Blue's Brandy
Dodge Pulleys
Lifebuoy Soap
Waverley Pens
Thermos Bottle
Rogers Cement
Wakefield Hats
Vestal Olive Oil
Vapo-Cresolene
National Apples
Renfrew Scales
Catesby Clothing
Business Systems
London Feathers
Reid's Neckwear
Sovereign Houses
National Mfg. Co.
Polo Shoe Polish
Wire & Cable Co.
Belanger's Plows
Gale's Whitewear
Russell Motor Co.
Page Wire Fences
Grompton Corsets
A. E. Ames & Co.
Ontario Wind Mills
Oxford Underwear
Peerless Incubators
Sun Fire Insurance
B. D. V. Tobacco
Premier Separators
"Ideal" Metal Beds
Cockshutt Plow Co.
Barber-Kills Limited
Edwardsburg Starch
Manson Campbell Co.
White Horse Whisky
Omo Washing Powder
Coate's Plymouth Gin
Semi-Ready Clothing
C. H. Lepage Co., Ltd.
T. Frigis and son Ltd.
Shawinigan Underwear
Remy Martin's Brandy
Canada Life Assurance
"Crown" Corn Syrup
Black & White Whisky
Canada Cycle & Motor
National Cash Registers
Consolidated Optical Co.
Maxim Silks and Satins
Hudson Bay Knitting Co.
Underwood Typewriters
"Magi" Mineral Water
Paterson's Cough Drops
Pedlar People of Oshawa
Vicker's London Dry Gin
Aromac Office Specialties
Canadian Engines Limited
Drummond Dairy Supplies
Abbey Effervescent Salt Co.
Imperial Wire and Cable Co.
Canadian General Electric Co.
Dominion Organs and Pianos
Shaw Correspondence Schools
Toronto Hydro Electric System
McCallum's Perfection Whiskey
Northern Elec. Rural Telephones

THE MONUMENT OF
SUCCESS

"GIBBONS Knows CANADA"